



Tram Passenger Survey (TPS) – West Midlands Metro

Autumn 2018 results

April 2019

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Tram Passenger Survey (TPS) – West Midlands Metro

Context to the survey

Background to the 2018 survey

- The TPS provides a consistent, robust measurement of passenger satisfaction with tram services in Britain
- It also informs our understanding of barriers to (greater) tram use, how to encourage greater use, and how to improve the passenger experience
- Comparisons can also be made with passenger experiences on buses and trains, as measured by the Bus Passenger Survey (BPS) and National Rail Passenger Survey (NRPS)
- The 2018 TPS covered tram services in Manchester, Birmingham, Blackpool, and Sheffield. Edinburgh Trams was covered in 2014-2016, whilst Nottingham was included in 2013-2017.



The survey method

Passengers are approached while making a journey; they answer the survey about that journey specifically





The questionnaire is self-completion, with passengers offered a choice of online or paper

Interviewers approached passengers on all days of the week between 6am and 10pm, between **7 September and 7 December 2018**

554 surveys were completed for West Midlands Metro in autumn 2018

For further details of the survey method, see Appendix

The West Midlands Metro network in context

	The Network	Passenger Journeys	Ticket Purchasing	Information at stops	Frequency	Engineering disruptions/other notes
	1 line 26 stops 13 miles	5.7* million	<ul style="list-style-type: none"> ✓ TVMs at stops ✓ Conductors on board 	<ul style="list-style-type: none"> ✓ Info boards at some stops (TTs, fares) ✓ Passenger Info Displays 	<ul style="list-style-type: none"> Mon-Sat: every 6-15 mins Sun: 15 mins 	<ul style="list-style-type: none"> • Network extension to Grand Central (New Street Station) opened on 30 May 2016 and was included in the TPS 2016 • Network improvement works meant that two tram stops at the Wolverhampton end of the route were closed for the duration of fieldwork in 2017 (Wolverhampton St George's and The Royal)
	1 line 38 stops 11 miles	5.2* million	<ul style="list-style-type: none"> ✗ TVMs at stops ✓ Conductors on board 	<ul style="list-style-type: none"> ✓ Info boards at stops (TTs, fares) ✗ Passenger Info Displays 	<ul style="list-style-type: none"> Mon-Sat: every 15-30 mins Sun: 15-30 mins 	<ul style="list-style-type: none"> • Blackpool illuminations 30 Aug to 3 Nov 2018 • Heritage trams operate bank holidays, weekends and summer; not covered in this research • No significant issues affected fieldwork
	7 lines 93 stops 57 miles	42.8** million	<ul style="list-style-type: none"> ✓ TVMs at stops ✗ Conductors on board 	<ul style="list-style-type: none"> ✓ Info boards all stops (TTs, fares) ✓ Passenger Info Displays (Not all stops on Bury and Altrincham lines) 	<ul style="list-style-type: none"> Mon-Sat: every 6-12 mins Sun: 12-15 mins 	<ul style="list-style-type: none"> • Airport line opened late 2014, covered for first time in 2015 • Exchange Square and link with Victoria opened in December 2015 • Increasing use of double carriage trams • Second City Crossing opened in February 2017 enabling quicker journeys across the city • A tram collision on the 10th November 2017 affected two shifts which were rescheduled due to no trams running
	4 lines 50 stops 22 miles	12.3* million	<ul style="list-style-type: none"> ✗ TVMs at stops ✓ Conductors on board 	<ul style="list-style-type: none"> ✓ Info boards at stops (TTs, fares) ✗ Passenger Info Displays 	<ul style="list-style-type: none"> Mon-Sat: every 5-20 mins Sun: 10-20 mins 	<ul style="list-style-type: none"> • New Train Tram extension to the Network opened late-Oct 2018 including two new stops. Some shifts were held back so they could be completed on the new line in November 2018 • Additional consultation (not part of this research) was held on the network which coincided with this fieldwork period (Sep – Oct 2018)

*Source: Department for Transport, Passenger journeys on light rail and trams by system in England, 2017/18

**Source: Direct from operator



Tram Passenger Survey (TPS) – West Midlands Metro

Key findings

Key performance measures for West Midlands Metro 2018



Punctuality



87%
92%

Value for money



71%
68%

Journey time



88%
86%

Overall journey



87%
90%

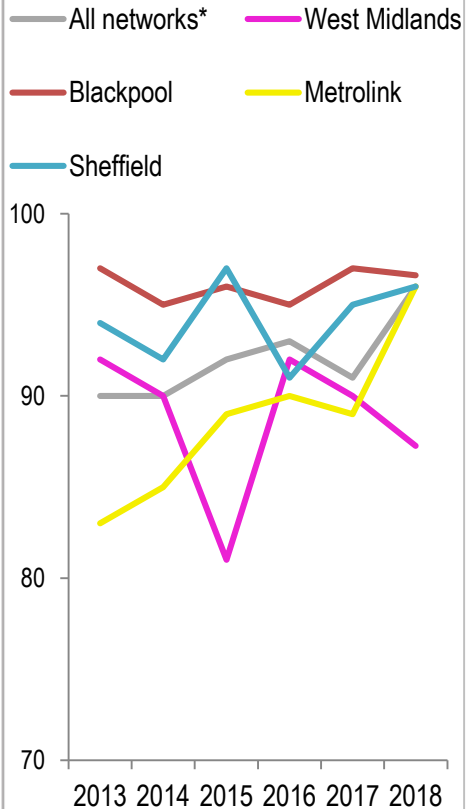
- ⬆ Statistically significant increase since 2017
- ⊖ No change
- ⬇ Statistically significant decrease since 2017

Figures shown are total very or fairly satisfied.
Last year's figure is shown in grey.

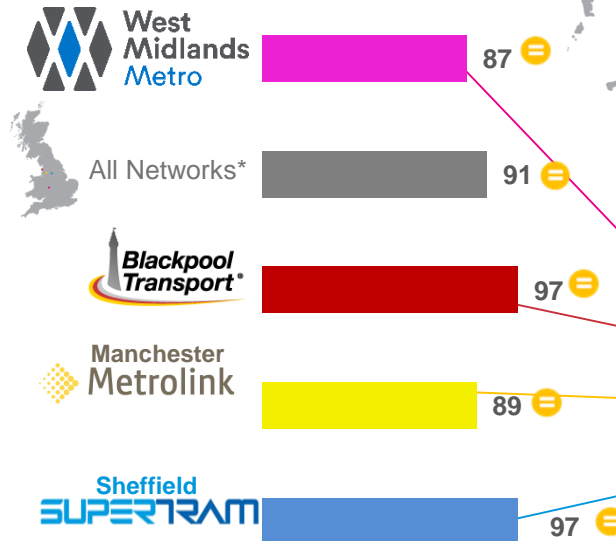


Passenger experience: a snapshot

Overall journey satisfaction: trend over time



Overall journey satisfaction: 2018



*All networks includes different networks each year. 2018 excludes Nottingham Express Transit. 2013, 2017 and 2018 exclude Edinburgh Trams.

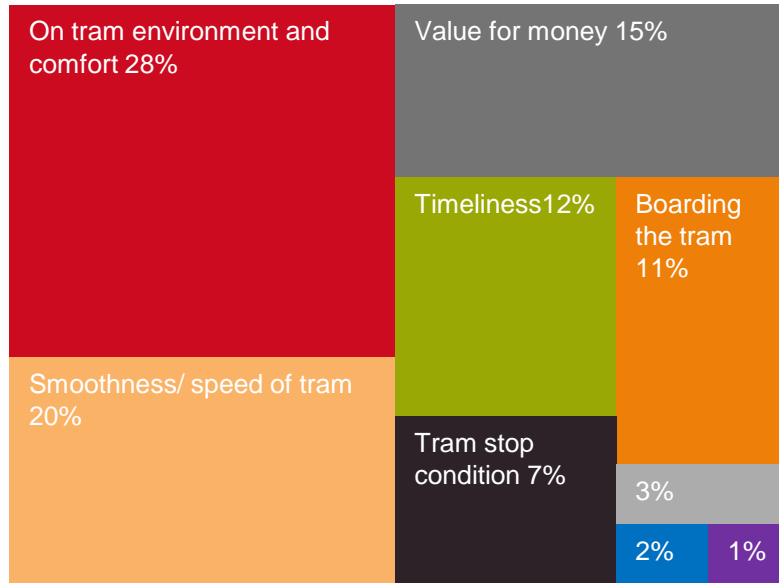
- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017



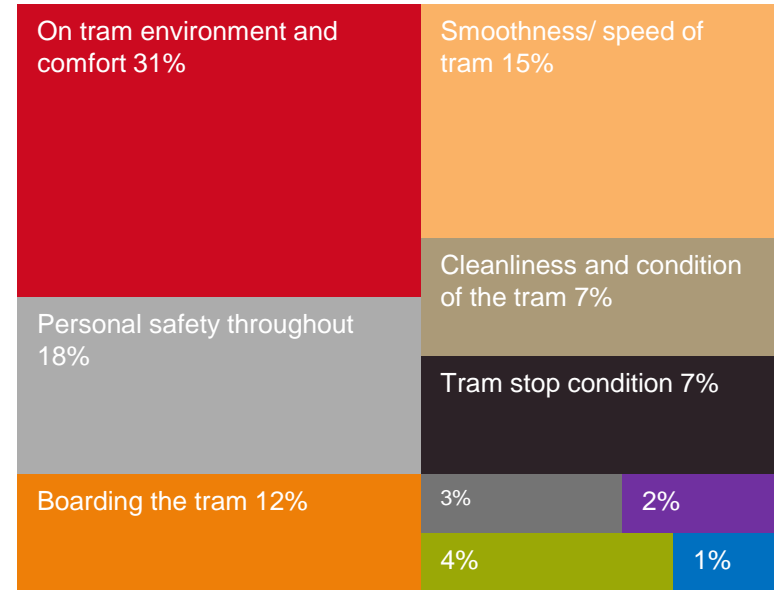
What makes a satisfactory or great journey on West Midlands Metro?

The top factors linked to overall journey satisfaction*

What makes a satisfactory journey?



What makes a great journey?



■ Information throughout journey
 ■ Personal safety throughout journey
 ■ Access to the tram stop
 ■ Timeliness
 ■ Value for money

*Key Driver Analysis looks at fare-paying passengers' overall journey satisfaction response and their response to the 25 individual satisfaction measures in the survey (including value for money), which have been grouped into 10 themes based upon a statistical analysis of the responses.

The left hand chart shows which themes most differentiate between those not satisfied and satisfied overall – making a journey 'satisfactory'.

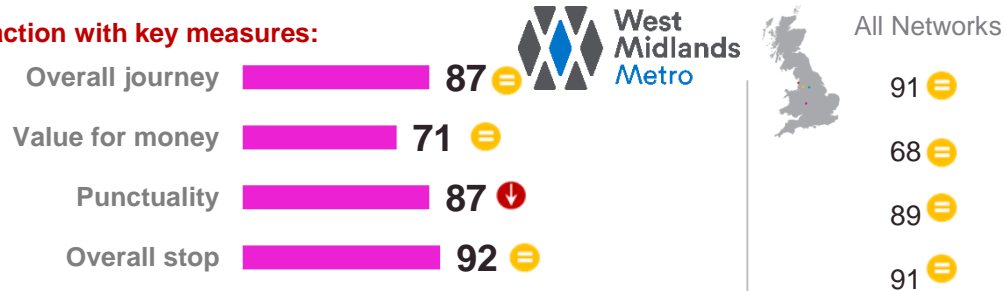
The right hand chart shows which themes most differentiate between those fairly and very satisfied overall – making a 'great' journey.

The analysis combines data from 2018 and 2017 surveys to increase robustness. It also excludes satisfaction measures relating to tram staff; due to differences in staff availability across the networks not all TPS questionnaires feature questions about tram staff. In order to run the analysis in a consistent and practical manner all staff measures have been excluded.

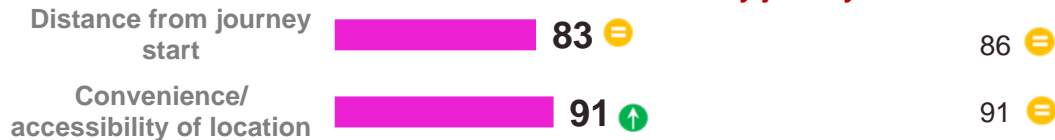
See appendix 2 for a full explanation of the analysis to identify factors linked to overall journey satisfaction.

Passenger experience in the Midlands 2018: across the network

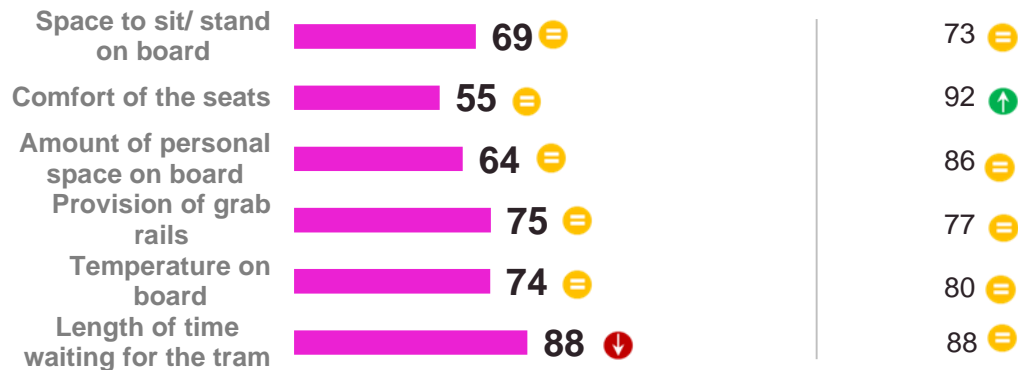
Satisfaction with key measures:



Satisfaction with other measures which make a satisfactory journey: access to the tram stop



Satisfaction with other measures which make a satisfactory or great journey:



*Drivers of satisfaction differ by network. The most common drivers across TPS are shown here

- ↑ Statistically significant increase since 2017
- = No change (All networks)
- ↓ Statistically significant decrease since 2017

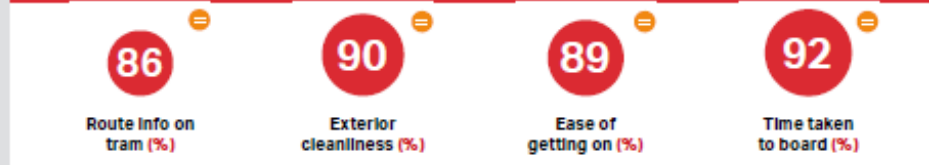
Overall passenger experience on West Midlands Metro 2018: a snapshot

At the stop

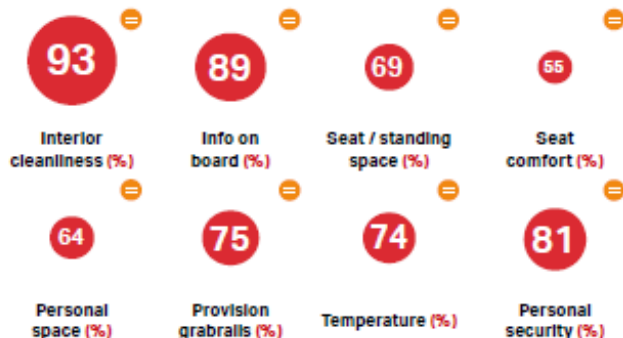


- Statistically significant increase since 2016
- No change
- Statistically significant decrease since 2016

Boarding



On board

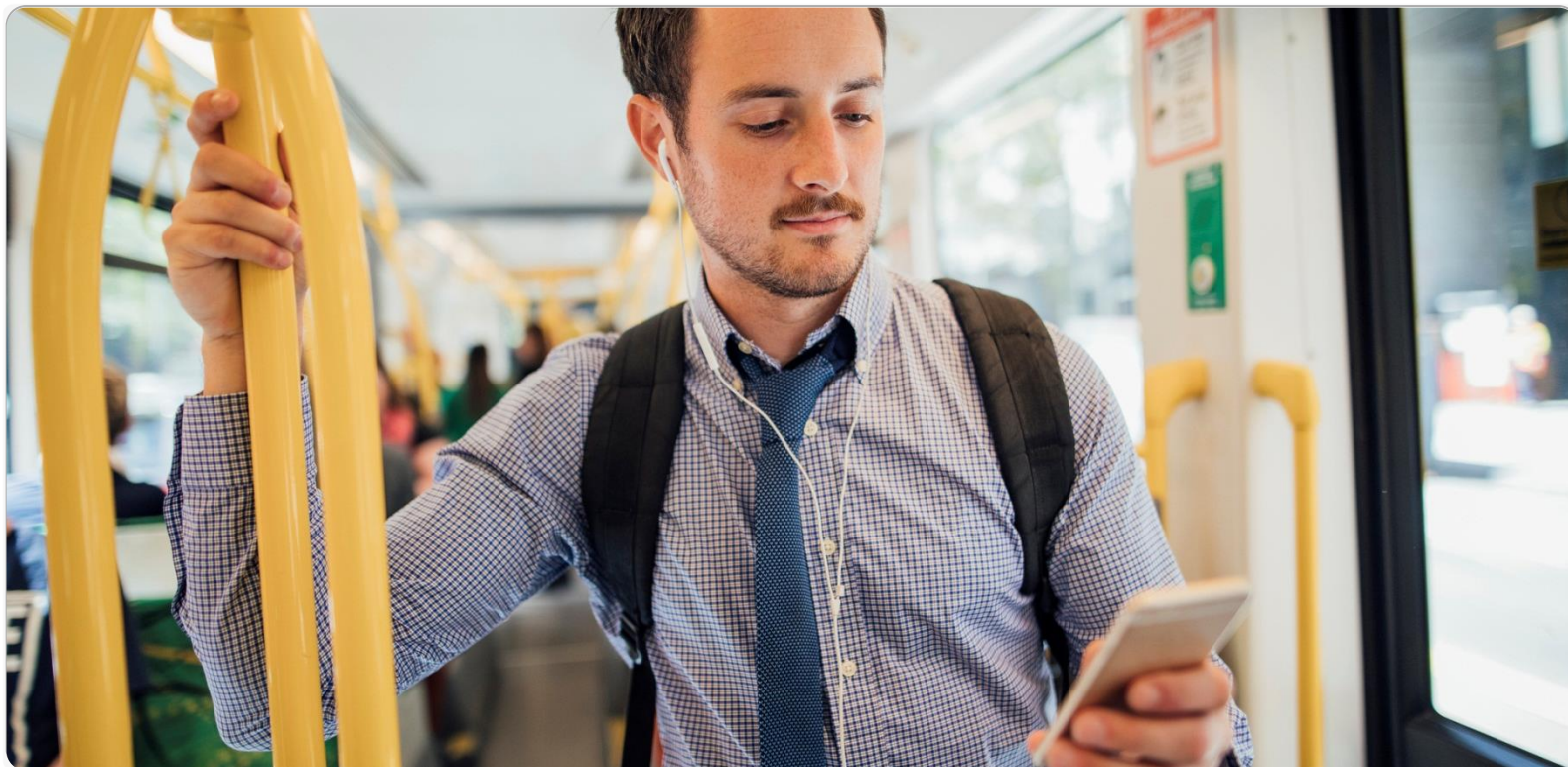


West Midlands Metro 2018: summary of key findings (1)

- 87 per cent of West Midlands Metro passengers are satisfied with their journey overall. This is slightly lower than last year, but not significantly so (2017: 90 per cent). Overall satisfaction is higher than the same measure on the Bus Passenger Survey in the West Midlands (84 per cent)
- Overall satisfaction with the journey is consistent amongst males and females (87 per cent), higher with older age groups (97 per cent for those aged 60+) and non-commuters (95 per cent)
- For West Midlands Metro the key factor which makes journeys both satisfactory and great is the on board environment and comfort of the tram. Satisfaction has remained quite consistent with last year but the comfort of the seats continues to be the lowest rated attribute by some way (55 per cent satisfied)
- The next most important factor which makes a journey on West Midlands Metro satisfactory is the smoothness/speed of the tram
- The second most important factor which makes a journey great is personal safety during the journey. At the tram stop personal safety is the lowest rated aspect (82 per cent); on board satisfaction with personal security is similar (81 per cent satisfied)
- Amongst fare paying passengers, 71 per cent are satisfied with value for money.

West Midlands Metro 2018: summary of key findings (2)

- When evaluating value for money the most important factors are the cost of the tram versus other modes of transport and the cost for the distance travelled
- 10 per cent of passengers experienced a delay in 2018 (4 per cent in 2017), and when delays were experienced they lasted 9 minutes on average
- 40 per cent of passengers spontaneously mentioned an improvement that could have been made to their journey. The most common improvement related to the seating and capacity on board
- Other improvements mentioned relate to the design, comfort and condition of the tram, as well as the frequency of trams and the route
- Three in five passengers (60 per cent) are using West Midlands Metro to commute to work or education (50 per cent for work and 10 per cent for education)
- Almost half of passengers are travelling with a season ticket (48 per cent)
- The profile of passengers travelling on West Midlands Metro is quite young, with 40 per cent falling into the 16-34 age group. This is a little lower than 2017, but not significantly so.

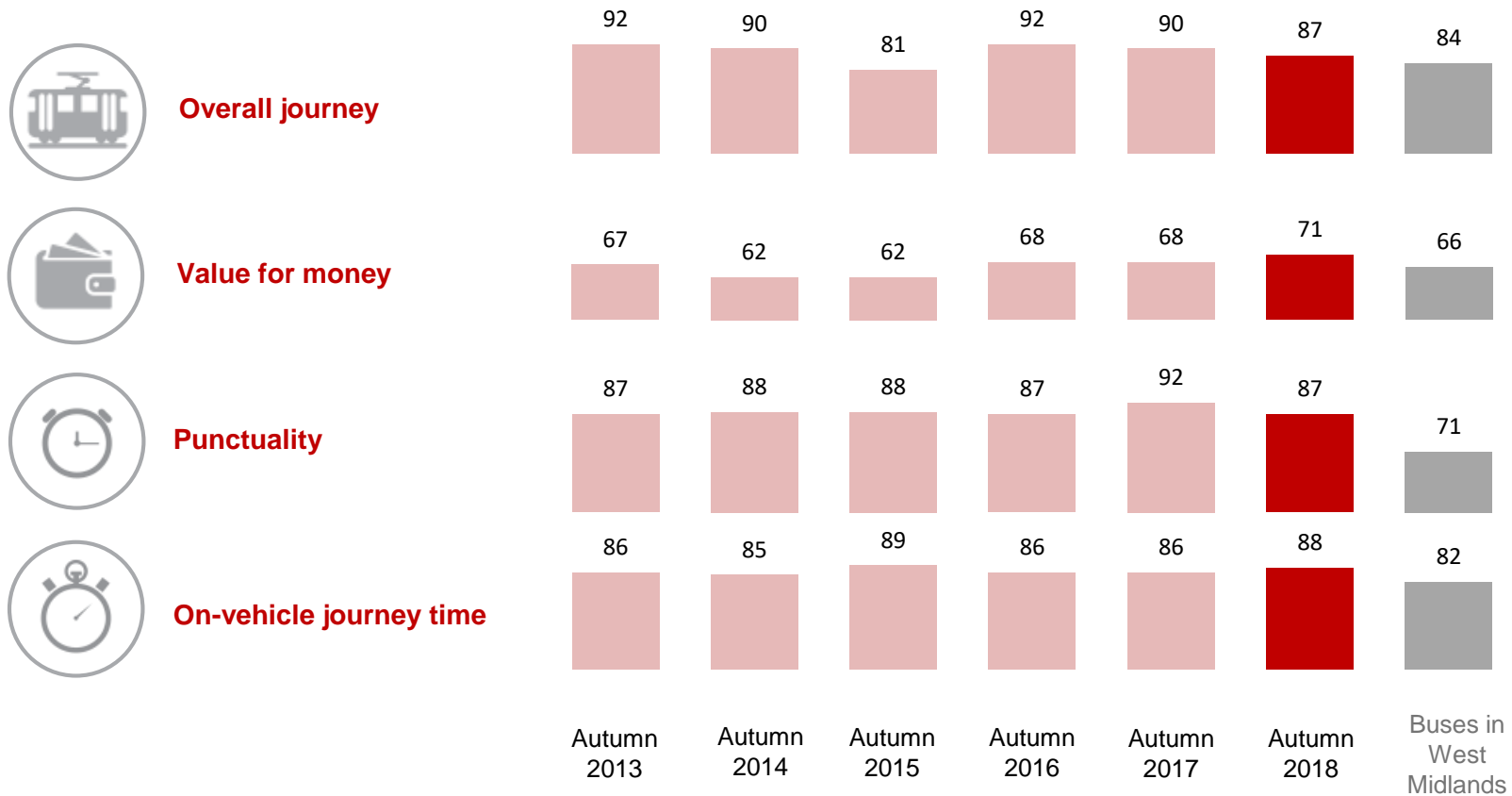


Tram Passenger Survey (TPS) – West Midlands Metro

Experience and opinions of the journey

Experience and opinions of the journey: summary

Satisfaction with today's journey:



Who are satisfied and not satisfied passengers? – West Midlands Metro









Very satisfied passengers are more likely to:



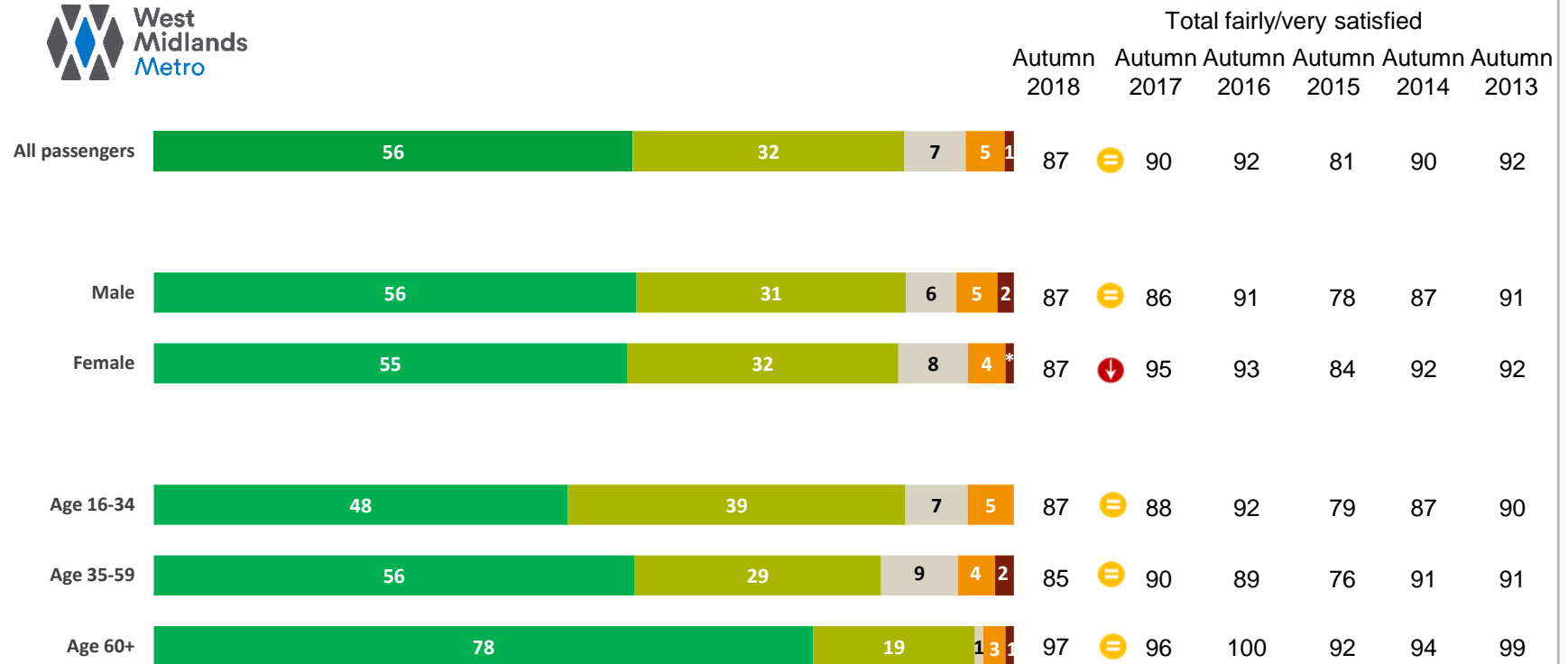
Fairly satisfied passengers are more likely to:



Not satisfied passengers are more likely to:

	Very satisfied passengers are more likely to:	Fairly satisfied passengers are more likely to:	Not satisfied passengers are more likely to:
 Journey purpose	Be making commuter journeys (50%) and leisure journeys (48%)	Be commuting (70%)	Be commuting (84%)
 Time of travel	Be travelling during off-peak weekday times (29%)	Be travelling at peak times in the morning (33%) and at peak times in the evening (25%)	Be travelling at off-peak times (32%),
 Frequency of travel	Be travelling the least frequently (once or twice a week or less) (43%)	Be travelling 5 days a week or more (53%)	Travel the most frequently (89%)
 Access to private transport	Have easy access to private transport (39%)	Have easy access to private transport (40%)	Have easy to moderate access to private transport (65%)
 Age and gender	Be aged 35-59 (47%) and more likely to be female (55%)	Be between 16-59 (92%) and more likely to be female (55%)	Be between 35-59 (57%) and primarily female (56%)
 Trust in the operator	Have high levels of trust (77% rated 6-7 on a 7-point scale)	Have medium to high levels of trust (83% rated 3-7 on a 7-point scale)	Have low levels of trust (73% rated 3-5 on a 7-point scale)
	Base: those 'very satisfied' with journey overall (328)	Base: those 'fairly satisfied' with journey overall (159)	Base: those 'neither/nor', 'fairly dissatisfied' or 'very dissatisfied' with journey overall (57)

Overall satisfaction (%) – by gender and age



■ Very satisfied
 ■ Fairly satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?

Base: All passengers – 544

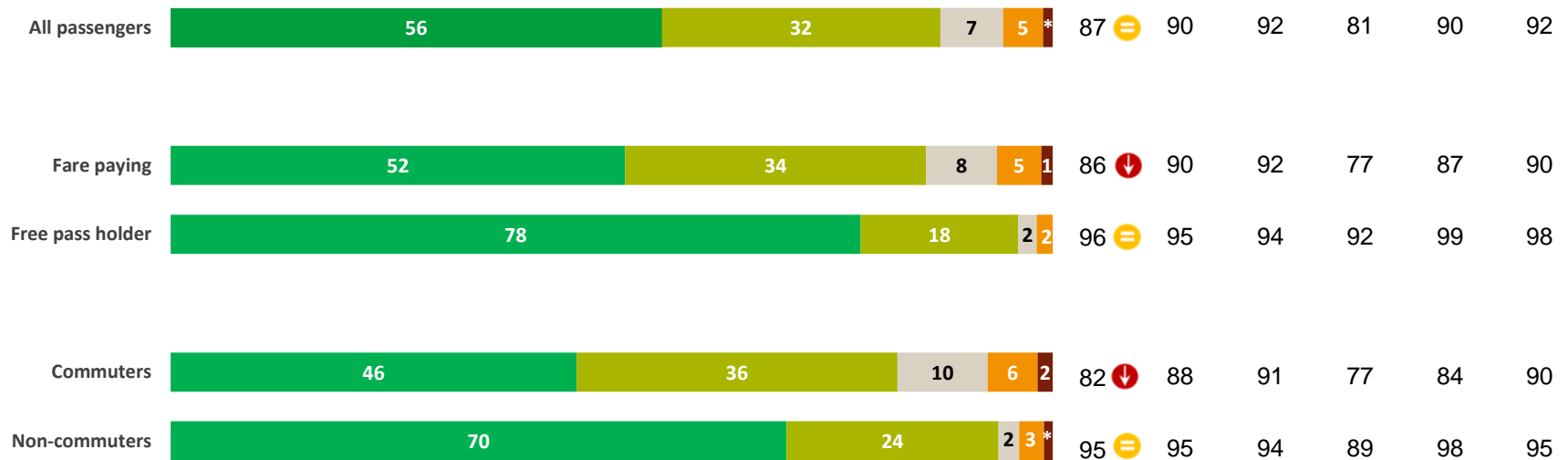
*Indicates a proportion lower than 1%

- ↑ Statistically significant **increase** since 2017
- = No change
- ↓ Statistically significant **decrease** since 2017

Overall satisfaction (%) – by Passenger type



Total fairly/very satisfied
Autumn 2018 Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013



■ Very satisfied
 ■ Fairly satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Q. Overall, taking everything into account from the start to the end of this tram journey, how satisfied were you with your tram journey today?

Base: All passengers – 544

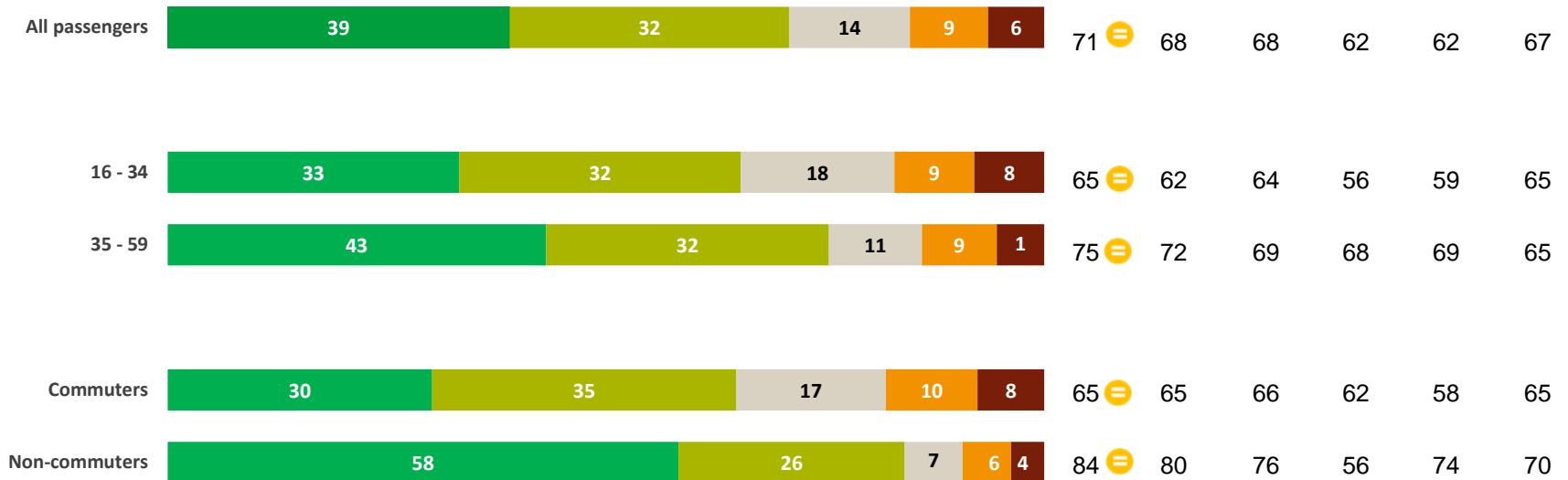
*Indicates a proportion lower than 1%

- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Value for money (%) – fare-payers only



Total fairly/very satisfied
Autumn 2018 Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013



■ Very satisfied
 ■ Fairly satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Q. How satisfied were you with the value for money of your journey?
Base: All fare-paying passengers – 372

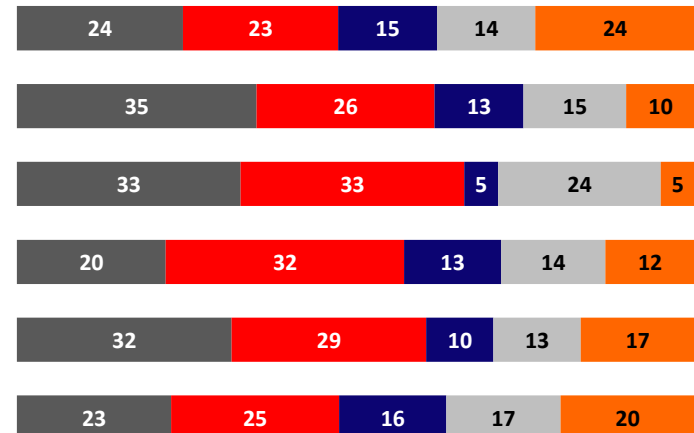
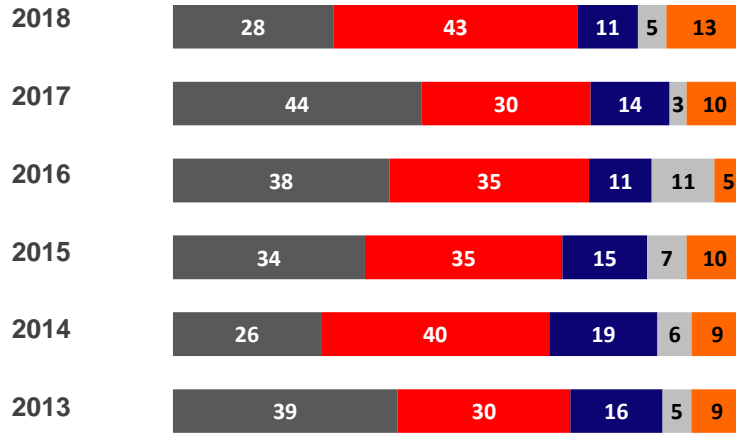
- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

What influenced value for money rating (%)



Those satisfied with value for money

Those not satisfied with value for money



- Cost tram versus other transport
- Cost for distance travelled
- Comfort/quality for the fare paid
- Fare compared to everyday items
- Other reason

NOTE: Those not satisfied with value for money includes respondents answering 'Neither satisfied nor dissatisfied'
 Q. What had the biggest influence on the 'value for money' rating you gave in the previous question?
 Base: All fare-paying passengers 372

- ↑ Statistically significant increase since 2017
- = No change (All networks)
- ↓ Statistically significant decrease since 2017

Punctuality and on-vehicle journey time



Total fairly/very satisfied
Autumn 2018 Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013



Q. How satisfied were you with each of the following...Punctuality? Base: All passengers – 521
 Q. How satisfied were you with the amount of time your journey on the tram took? Base: All passengers – 534
 *Indicates a proportion lower than 1%

- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017



Tram Passenger Survey (TPS) – West Midlands Metro

Waiting at the stop

Waiting at the stop: summary

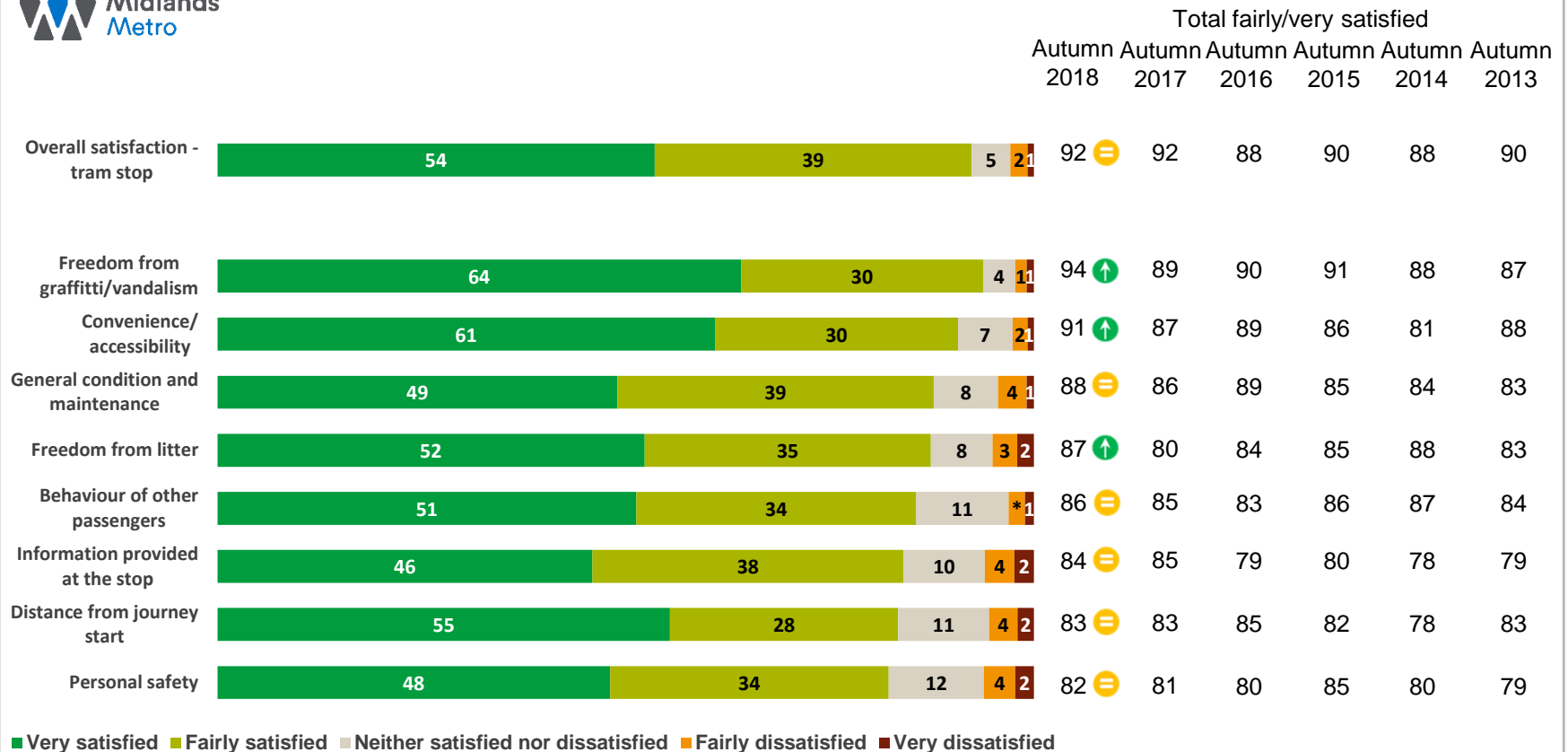
	West Midlands Metro	Buses In the West Midlands	Waiting times:	West Midlands Metro	Buses in the West Midlands
Overall satisfaction with stop	92	80	Satisfaction: expected waiting time	88	73
Distance from journey start	83	83	Expected wait time	6 mins	
Convenience/accessibility	91	85	Actual reported wait time	5 mins	
General condition and maintenance	88	73	Checking tram information:		
Freedom from graffiti/vandalism	94	68	Passengers who checked tram time	76	73
Freedom from litter	87	68	Info sources used before arriving at stop	Online tram times and paper timetable	Live position updates and online timetable
Behaviour of other passengers	86	N/A*	Info sources used at stop	Electronic display at the stop 69%	Digital display
Information provided	84	73	Among those that didn't check...	77% knew the trams ran frequently	60% knew the buses ran frequently
Personal safety	82	75			

Statistically significant increase since 2017

No change

Statistically significant decrease since 2017 *Not asked in BPS

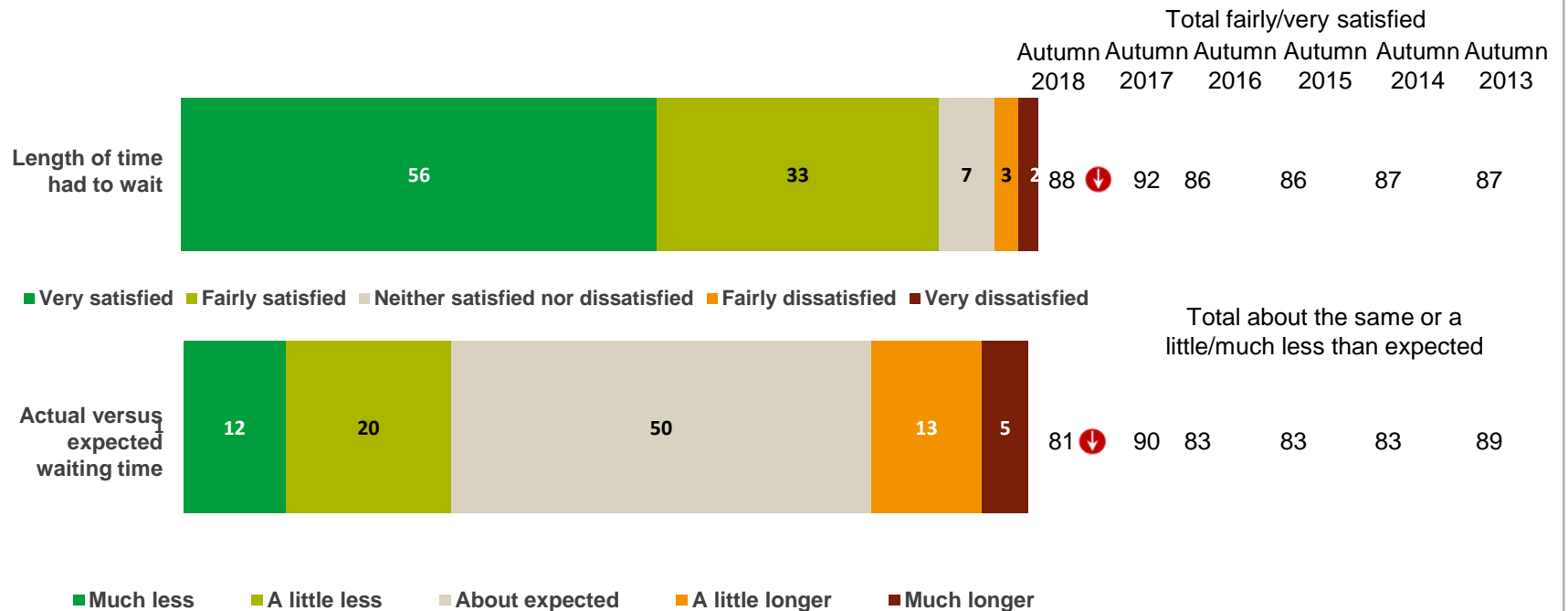
Satisfaction – with the tram stop (%)



- ↑ Statistically significant increase since 2017)
- = No change
- ↓ Statistically significant decrease since 2017)

Q. Overall, how satisfied were you with the tram stop? & Q. Thinking about the tram stop itself, how satisfied were you with the following:
Base: All passengers – 554

Satisfaction with waiting time (%)



- ↑ Statistically significant increase since 2017 (A)
- = No change
- ↓ Statistically significant decrease since 2017

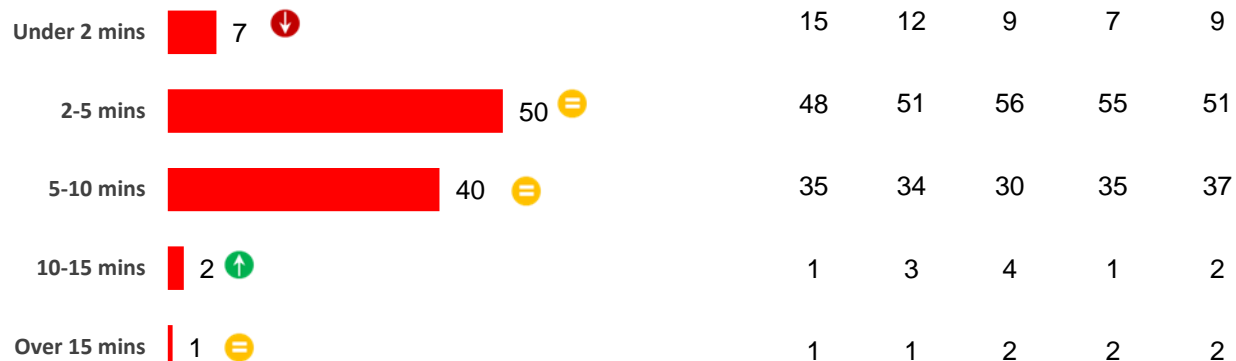
Q. How satisfied were you with each of the following? & Q. Thinking about the time you waited for the tram today, was it [...] than expected?
 Base: All passengers – 554

Expected and reported waiting times

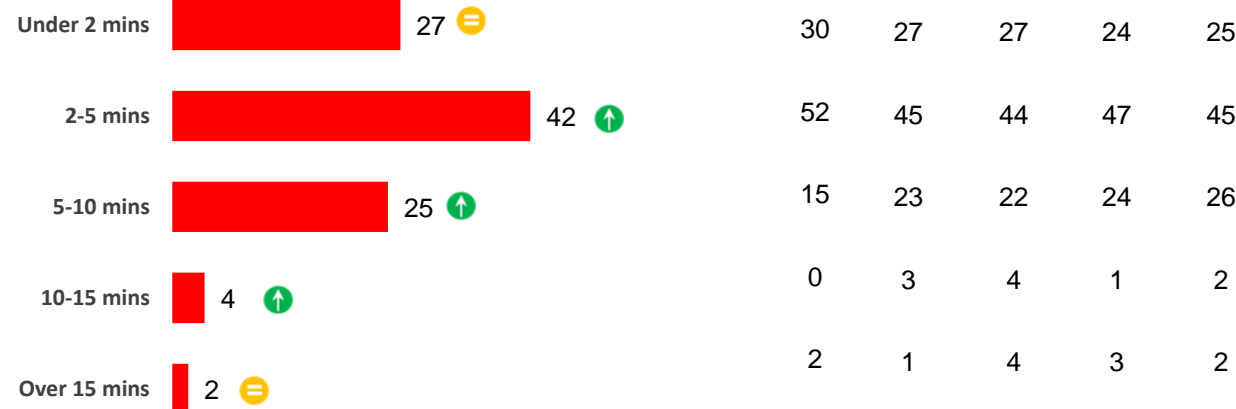


Autumn
2018

Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013



Average expected waiting time 6 minutes (2017: 5.4 minutes)



Average reported waiting time 5 minutes (2017: 4.3 minutes)

- ↑ Statistically significant increase since 2017
- = No change (All networks)
- ↓ Statistically significant decrease since 2017

Q. Approximately how long did you expect to wait for the tram? Base - 505

Q. Approximately, how long did you wait for your tram? Base - 534

How passengers checked tram times



Autumn
2018

Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013

Before Leaving the tram stop

Leaflet/ paper timetable	1	=	3	3	5	4	5
Online tram times	8	↓	3	15	7	8	8
Live tram locator/ timings	6	↓	2	9	7	6	5
Disruption updates via social media	6	↓	2	2	5	3	3
Other	2	↓	4	6	7	11	10

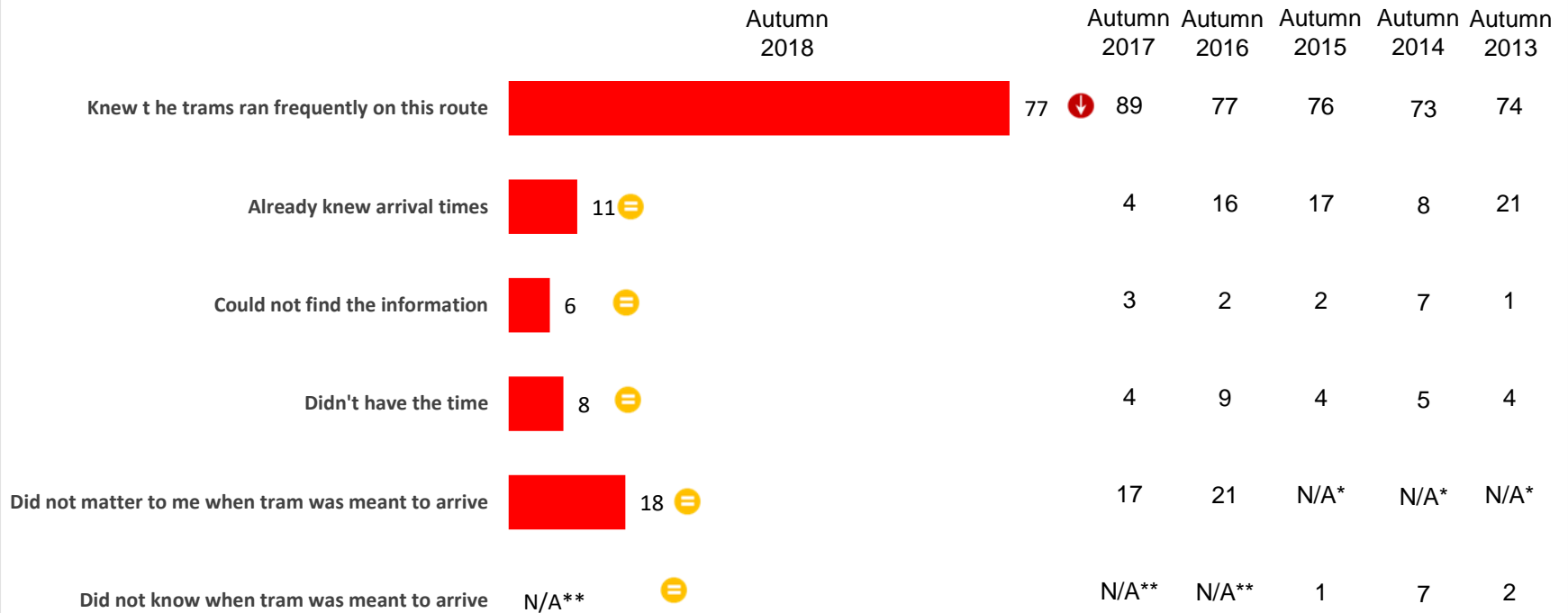
At the tram stop

Electronic display	63	↓	70	66	68	68	68
Information posters	2	=	3	2	3	4	6
Online	3	↓	12	1	1	1	2
Live tram locator/ timings	3	↓	6	2	2	2	1
Disruption updates	2	=	3	1	2	1	0
Other	2	↓	4	4	4	4	2




- Statistically significant increase since 2017
- No change
- Statistically significant decrease since 2017

Q. Did you check any of the following to find out when the tram was meant to arrive?
Base: All passengers – 554

Why passengers did not check tram times



Q. If you did not check to find out when the tram was meant to arrive, why was this?
 Base: All not checking tram arrival information – 137
 *Not asked before 2016 **Not asked in 2016 and 2017

-  Statistically significant increase since 2017
-  No change
-  Statistically significant decrease since 2017



Tram Passenger Survey (TPS) – West Midlands Metro

The tram

The tram: summary



Start of journey

Route info on tram	86	=	83
Exterior cleanliness	90	=	78
Ease getting on	89	=	88
Time taken to board	92	=	87



On board

Interior cleanliness	90	=	74
Info on board	89	=	72
Seat/standing space	69	=	84
Seat comfort	55	=	76
Personal space	64	=	75
Provision grabrails	75	=	81
Temperature	74	=	77
Personal security	81	=	79

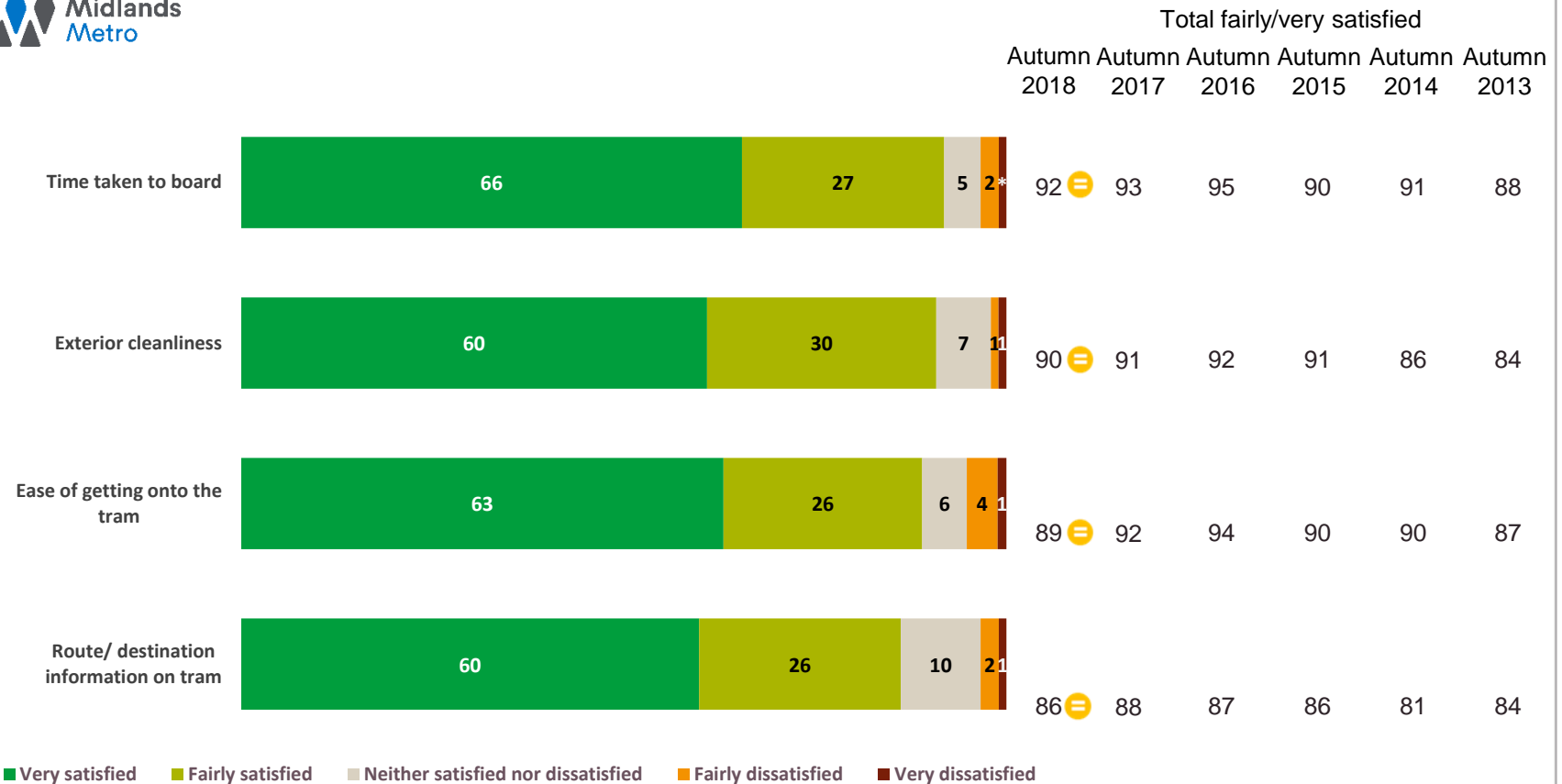


The staff

Appearance	92	=	87
Greeting	81	=	66
Helpfulness/attitude	85	=	69
Safety of driving	89	=	84
Smoothness journey	73	=	75

- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

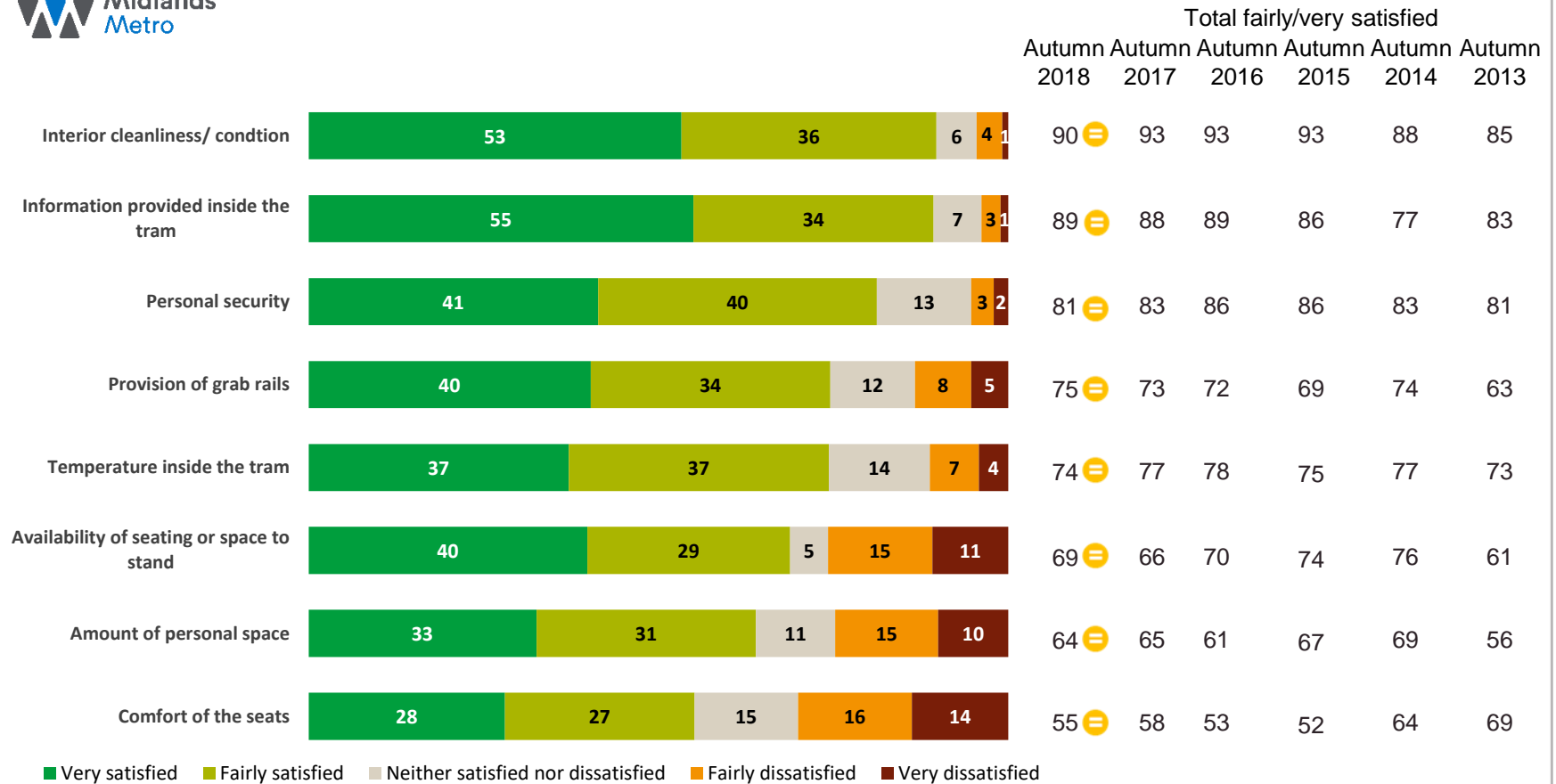
Satisfaction with start of journey (%)



- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Q. Thinking about when the tram arrived, please indicate how satisfied you were with the following:
 Base: All passengers – 554

Satisfaction on the tram (%)



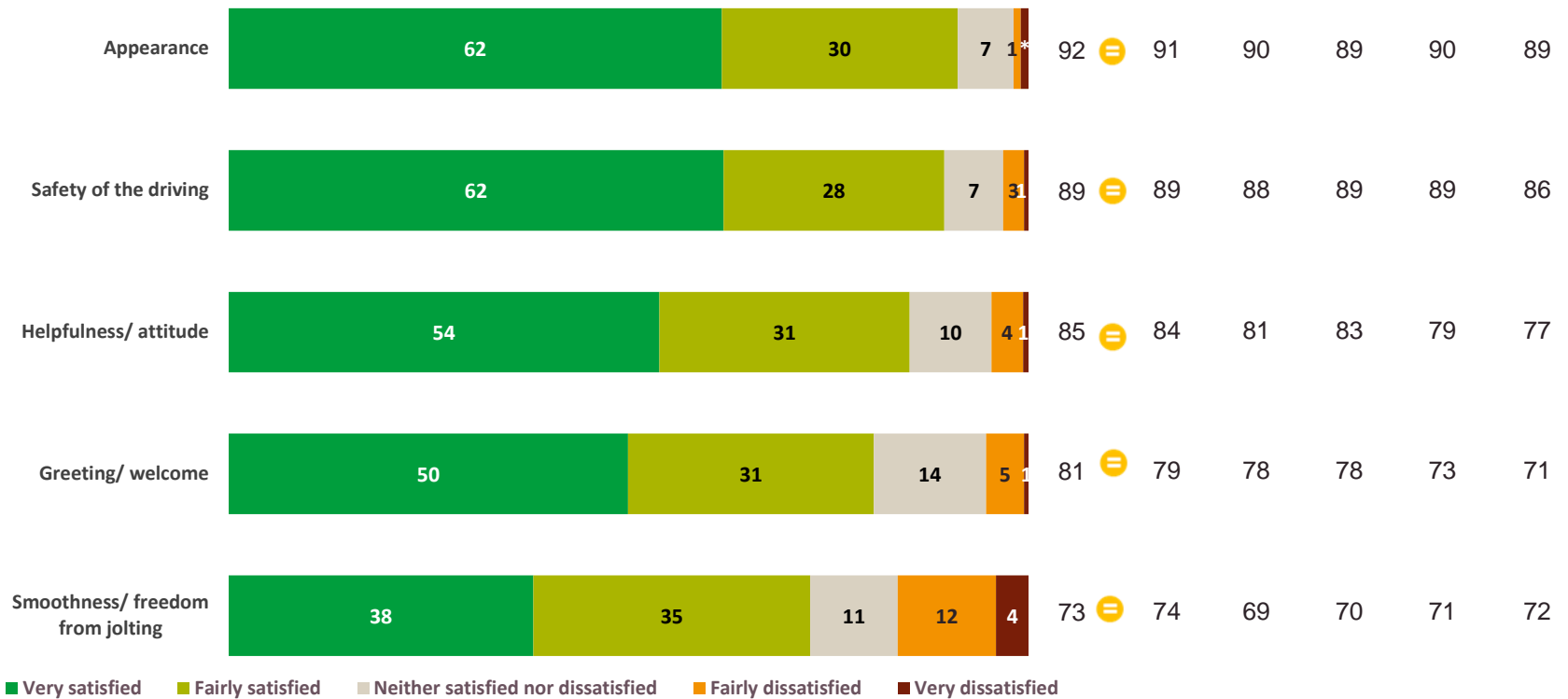
- ↑ Statistically significant **increase** since 2017
- = No change
- ↓ Statistically significant **decrease** since 2017

Q. Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:
 Base: All passengers – 554

Satisfaction with tram staff (%)

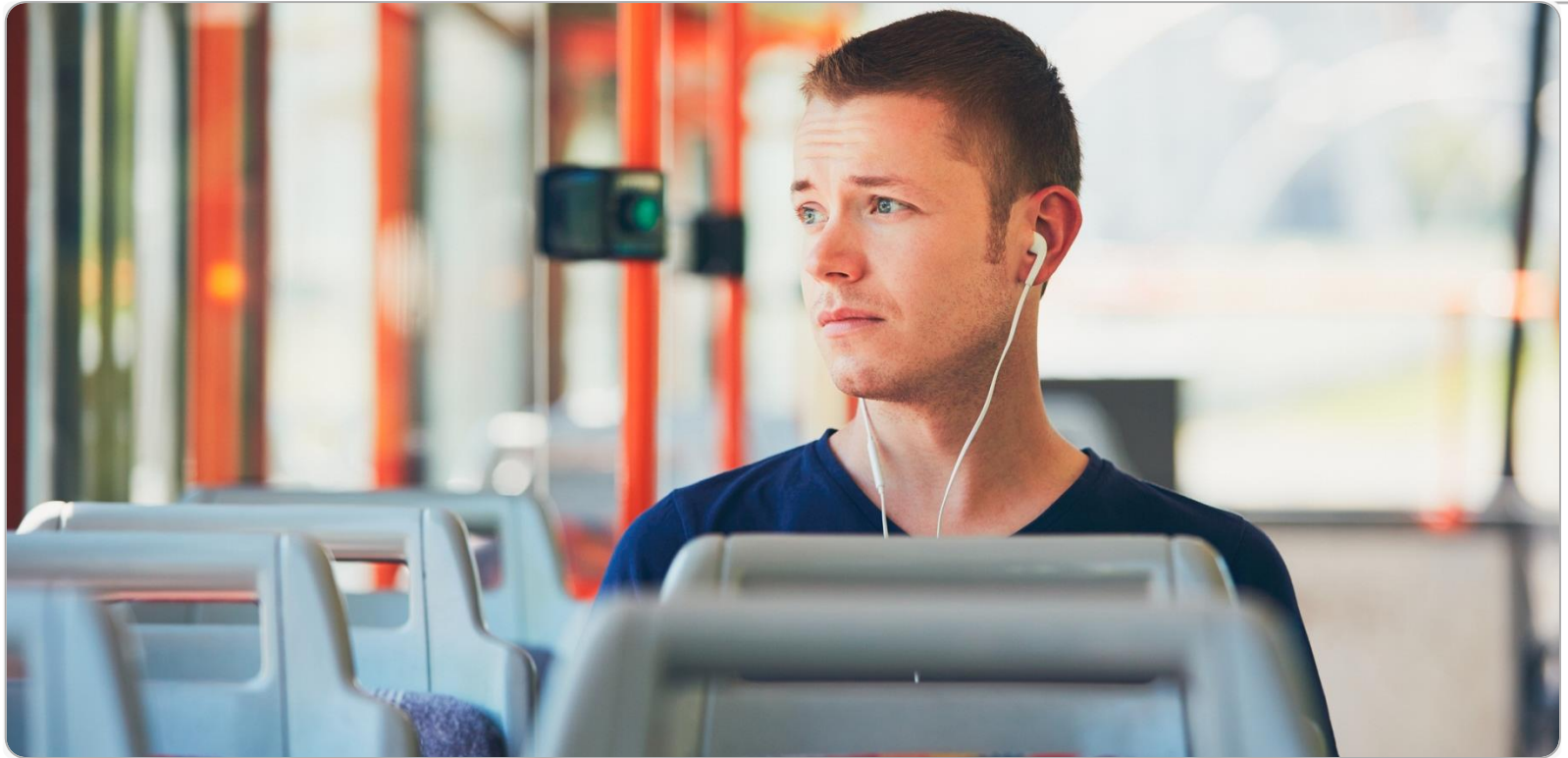


Total fairly/very satisfied
Autumn 2018 Autumn 2017 Autumn 2016 Autumn 2015 Autumn 2014 Autumn 2013



- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

TPS: Q. Thinking about any tram staff you encountered on your journey, please indicate how satisfied you were with each of the following:
Base: All passengers – 554



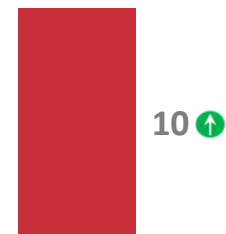
Tram Passenger Survey (TPS) – West Midlands Metro

Negative experiences during the journey

Negative experiences during the journey: summary



Passengers experiencing a delay to their journey



Average length of delay
(perceived)



Most common cause of delay

Road congestion/ traffic jam



Passengers with worry or concern about others' behaviour on board



- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Experience of delays (%)



10 per cent (↑) of West Midlands Metro passengers experienced a delay (2017: 4 per cent). Average length of delay was 9 minutes

	Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Signal/ points failure	5 =	0	19	28	16	7
Road congestion/ traffic jam	10 =	0	6	9	0	7
Due to a tram failure	5 =	14	24	24	24	11
Planned engineering works	3 =	0	5	15	24	2
Poor weather conditions	0 =	0	5	1	0	2
Tram waiting too long at stops	2 =	13	23	6	6	18
Tram waiting too long at signals	0 =	0	10	0	0	0
Time it took passengers to board/ pay	0 =	8	6	0	0	10
Had to use bus replacement	0 =	4	5	13	22	9
Other	19 =	9	21	18	28	36
No reason given	39 =	32	28	25	5	N/A*
Don't know	17 =	21	4	9	9	16

↑ Statistically significant increase since 2017

= No change

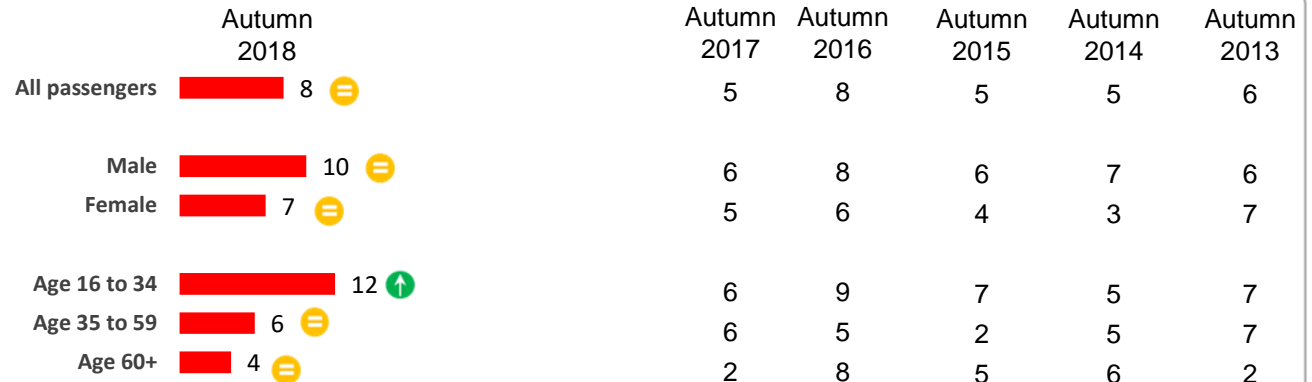
↓ Statistically significant decrease since 2017

- * 'No reason given for delay' not asked in 2013. Its addition could have caused the significant drops in the other factors
- Base - 538

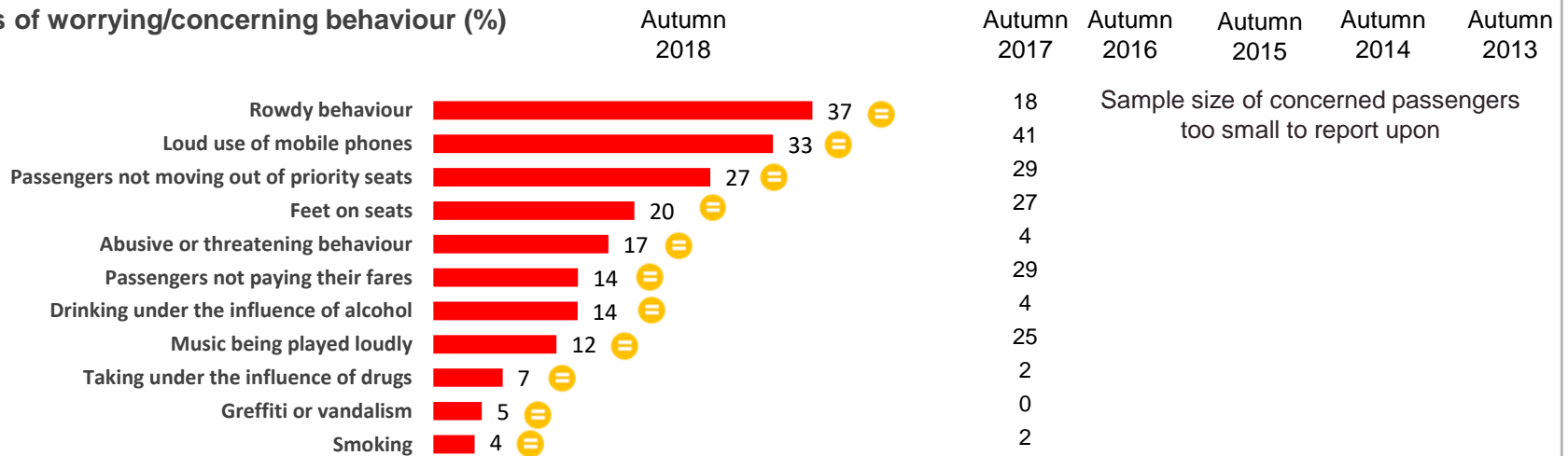
Worry or concern at other passengers' behaviour (%)



% worried/concerned of other passengers' behaviour



Types of worrying/concerning behaviour (%)



- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Q. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?

Base: All passengers – 537

Q. Which of the following were the reasons for [other passengers behaviour causing you concern]?

Base: All experiencing worrying/concerning behaviour *Not asked in 2013



Tram Passenger Survey (TPS) – West Midlands Metro

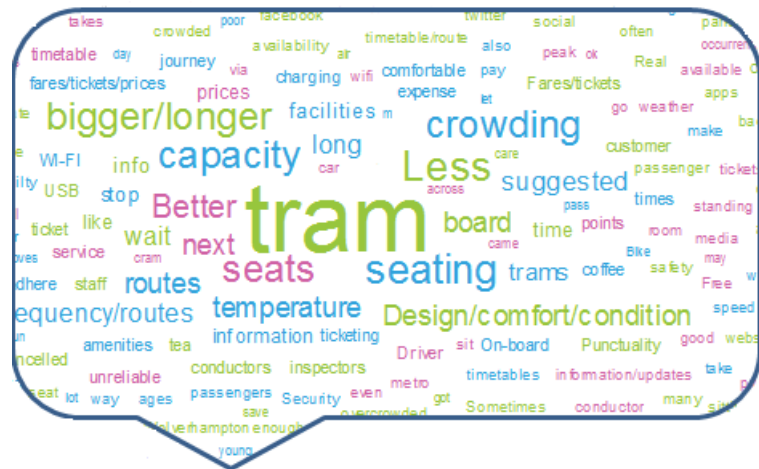
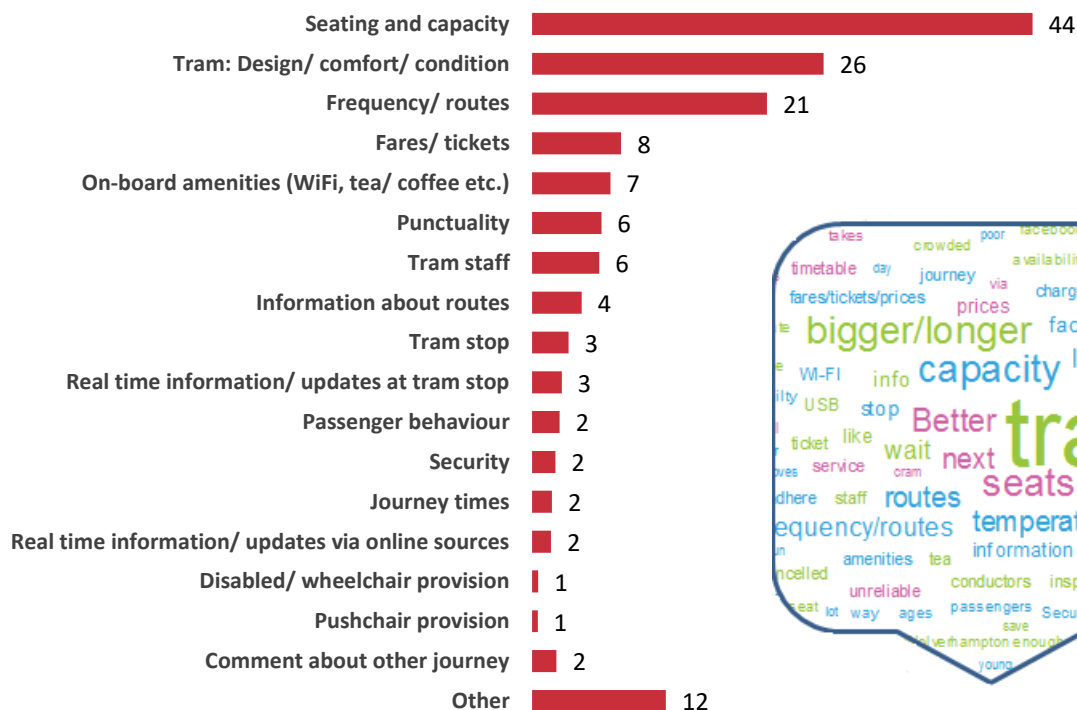
Passengers' suggested improvements




Passengers' suggested improvements: summary



60% of West Midlands passengers in 2018 had no suggestions for improvements

...of the 40% that did, the most common service areas for improvement were:



 Statistically significant **increase** since 2017
 No change
 Statistically significant **decrease** since 2017

Q. If something could have been improved on your tram journey today, what would it have been?
 Base: All suggesting an improvement - 256

Selected verbatim comments

Their trams are overcrowded, I think there should be a limit on how many passengers get into the tram because the trams often have more than the 209 passenger capacity.

Should be able to purchase tickets on app (single/return). Sometimes staff make mistakes when making tickets

It would be helpful to have WI-FI as it would allow me as well as other passengers to work on the tram.

More comfortable seats and more seating. It's a long stop/start journey to be stood most of the way and then when you do get a seat it is like sitting on concrete.

Punctuality is the main issue. Regularly there is a delay especially between 8:45 to 9:15

Better pricing on travel passes. I go five stops yet pay the same as someone who can go from Birmingham to Wolverhampton. it don't seem fair

I find the seats most uncomfortable - hard to sit on and the shape of the back of the seats hurts my back.

Less jolty, more frequent, more space, door not broken, somewhere for bags

The tram today was quite crowded. More so than normal with no reported delays. Trams don't run to expected 6 mins anymore

Too many people had to stand therefore very cramped. Nothing to hold on to so everyone was stumbling about. Danger of pick pockets.

Tram arriving on time. Or information provided either on social media/announcement on board that the tram has been cancelled



Tram Passenger Survey (TPS) – West Midlands Metro

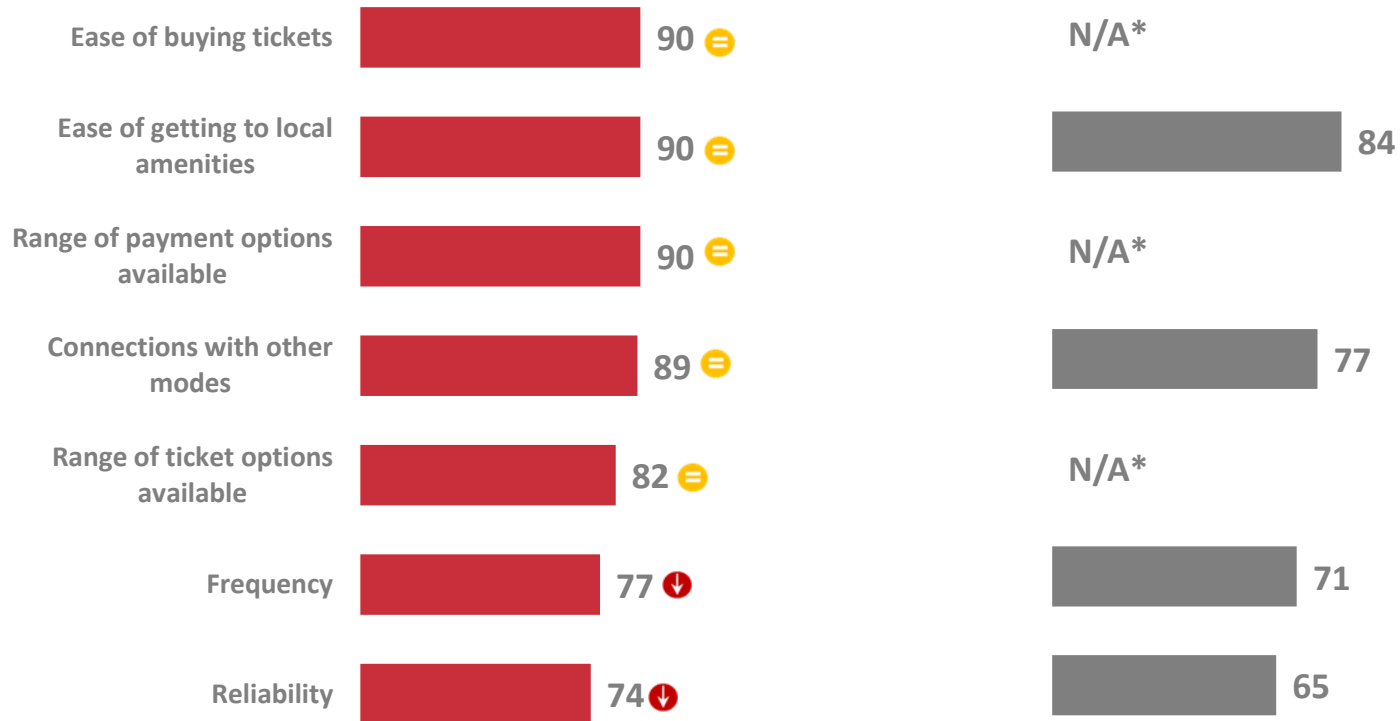
Opinion of trams in the local area

Opinion of trams in the local area: summary

General opinion of services in area:



Bus services in West Midlands (BPS)



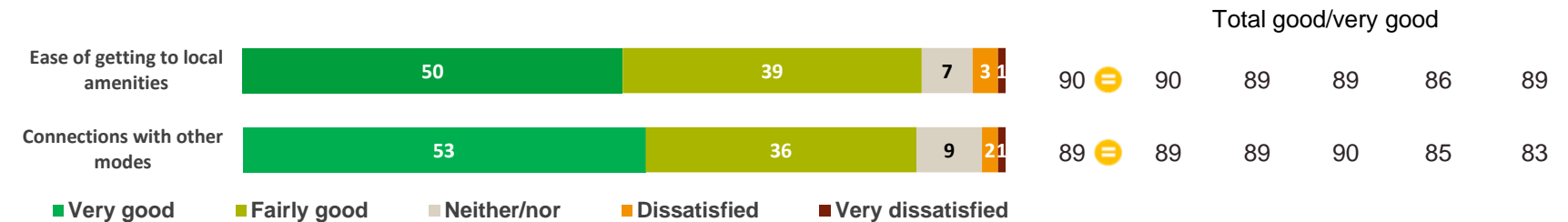
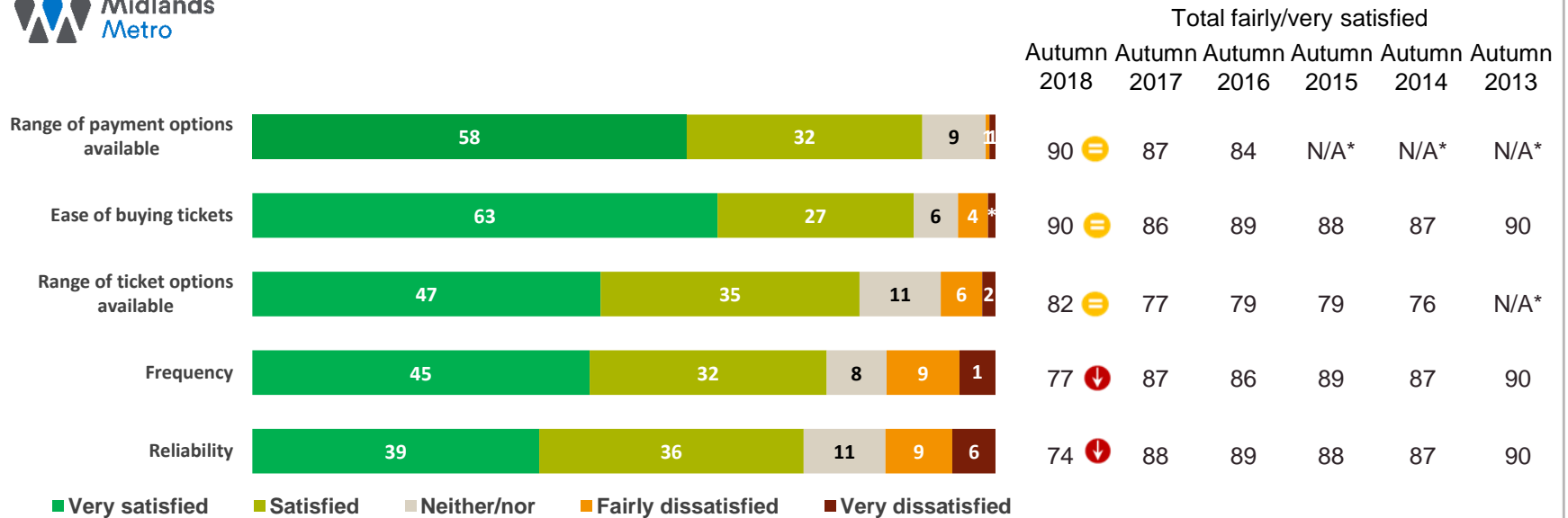
- ↑ Statistically significant **increase** since 2017
- ⊞ No change
- ⬇ Statistically significant **decrease** since 2017

Q. And how satisfied are you overall with tram services for the following? Base: 554

Q. How would you rate tram services for the following? Base: 554

*Not asked in BPS

Satisfaction on the trams generally



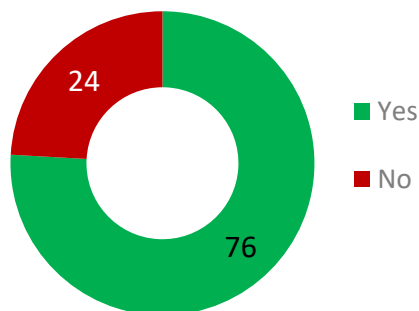
- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Q. And how satisfied are you overall with tram services for the following: & Q: How would you rate your local tram services for the following: Base: All passengers – 554
 *Not asked before 2016 **Statement changed in 2017 from 'Punctuality' to 'Reliability'.

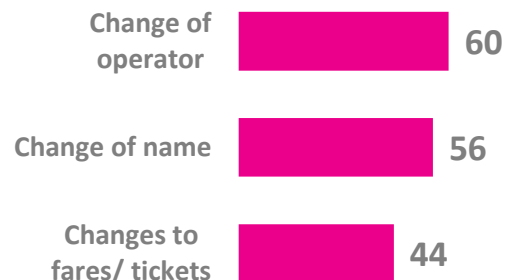
Proposed extensions and West Midlands Metro Ticketing



Awareness of any proposed extensions to the tram line (%)



Awareness of any of the following (%)

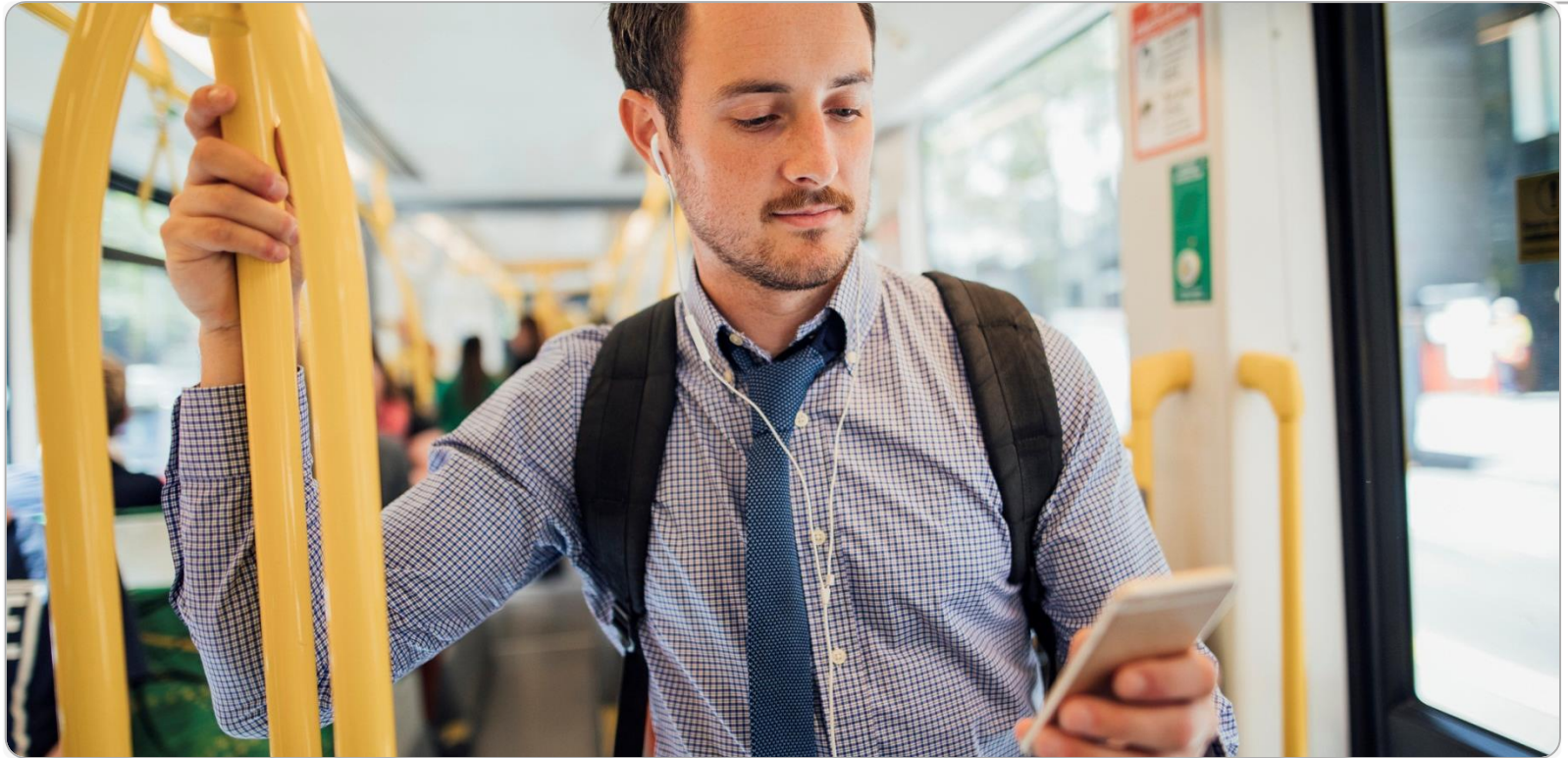


Awareness of the following tickets (%)



- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Q. Are you aware of any proposed extensions to the tram line? Base: All passengers - 554
Q. Are you aware of any of the following? Are you aware of the following tickets? Base:554

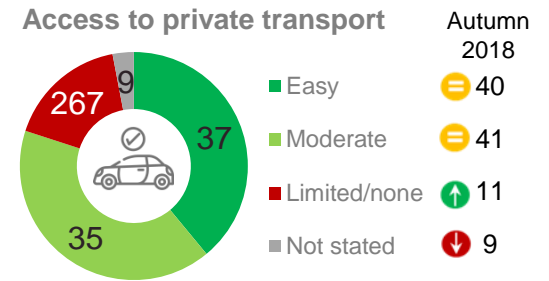
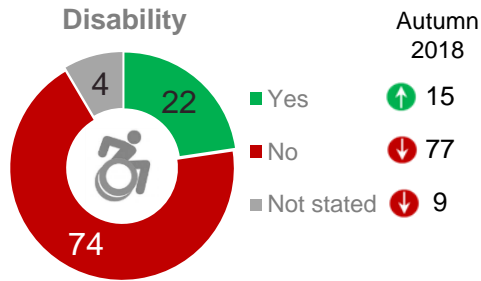
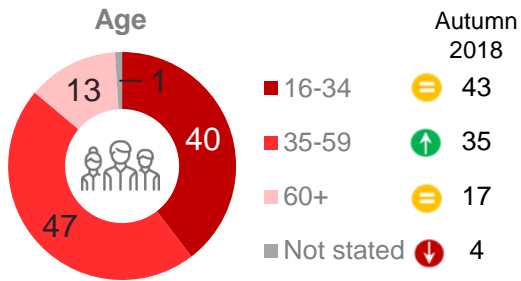


Tram Passenger Survey (TPS) – West Midlands Metro

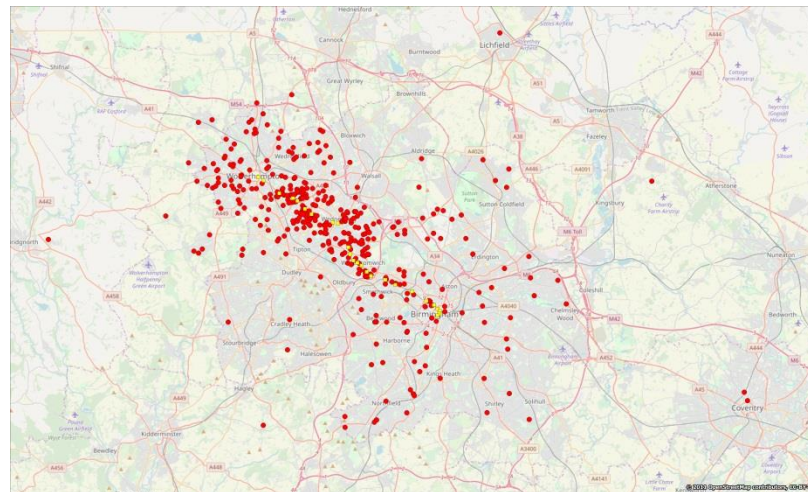
Appendix 1: the passenger and journey context

West Midlands Metro passengers: summary

Overview of passenger demographics



Passengers' postcodes relative to tram network



● Tram stop
● Respondent

↑ Statistically significant **increase** since 2017
↔ No change
↓ Statistically significant **decrease** since 2017

Passenger profile

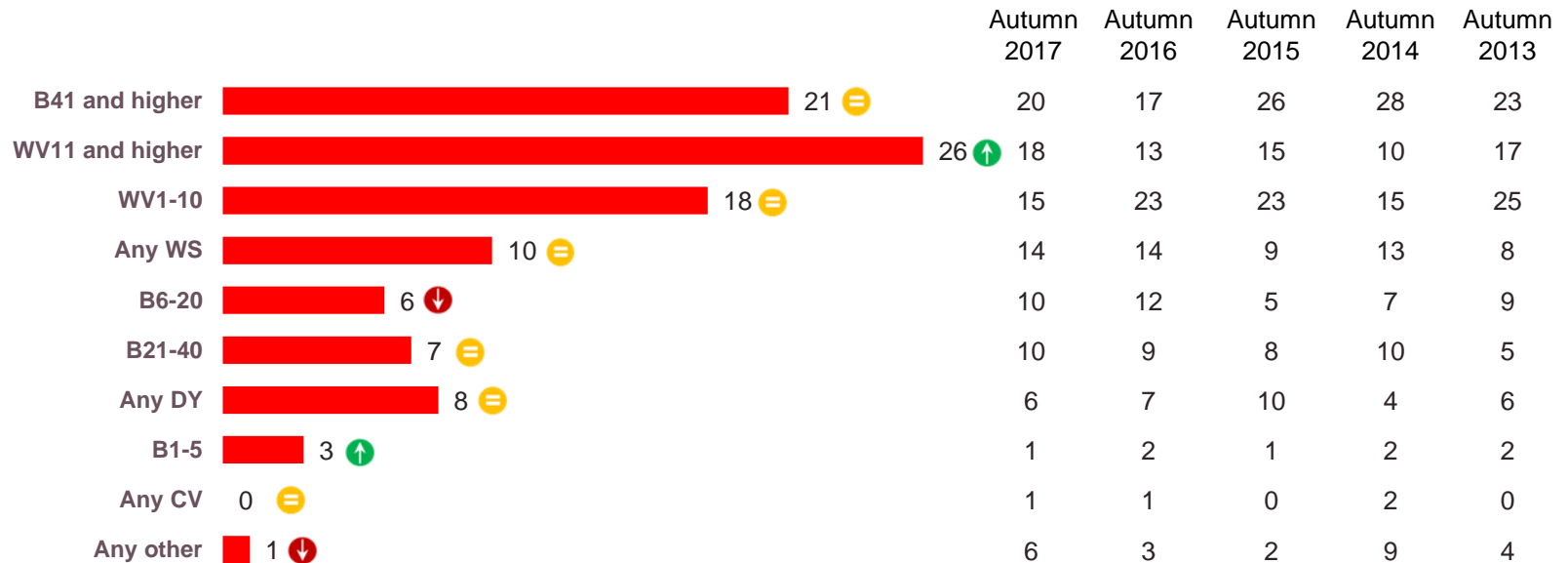
		Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Age							
16-34	⚖️	40	43	48	40	50	50
35-59	⬆️	47	35	32	32	27	34
Over 60	⚖️	13	17	14	22	24	17
Not stated	⬇️	0	4	6	6	N/A	N/A
Access to private transport							
Easy	⚖️	39	42	42	25	32	31
Moderate	⚖️	41	43	42	51	54	50
Limited/none	⬆️	17	11	13	11	12	17
Not stated	⬇️	3	4	2	13	3	2
Has a disability							
Yes	⬆️	22	15	12	16	13	12
Ticket type							
Free pass holders	⚖️	16	16	11	21	23	15
Fare-payers	⚖️	84	84	89	79	77	82

⬆️ Statistically significant **increase** since 2017

⚖️ No change

⬇️ Statistically significant **decrease** since 2017

Where West Midlands Metro tram passengers live



Q: What is your postcode?
Base: All giving a postcode – 479

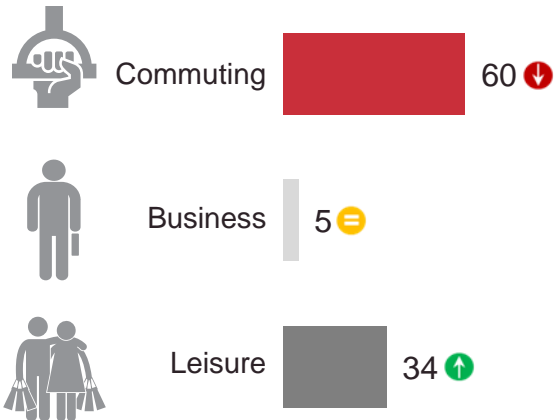
- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

West Midlands Metro journeys: summary (1)

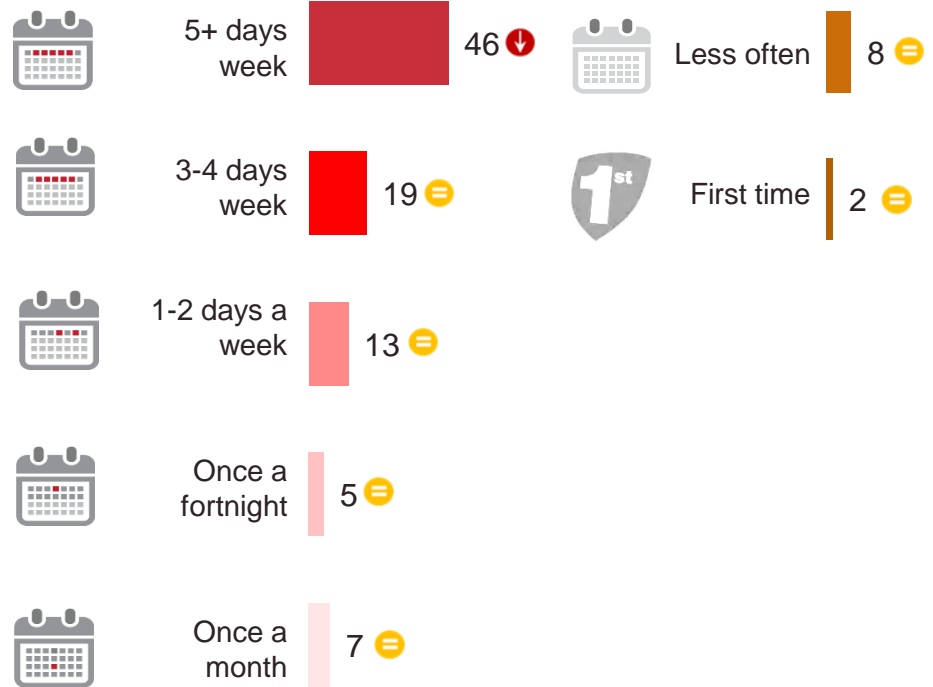


Passenger journey details

Journey purpose



Frequency using trams in area



- ↑ Statistically significant increase since 2017
- ⊞ No change
- ↓ Statistically significant decrease since 2017

West Midlands Metro journeys: summary (2)

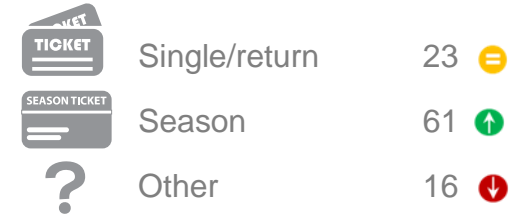
Tickets used for today's journey



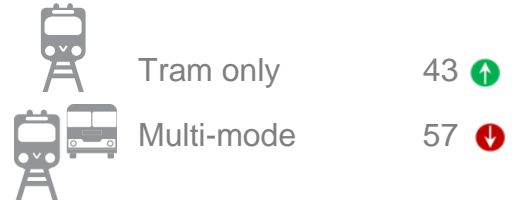
Free/fare-payers



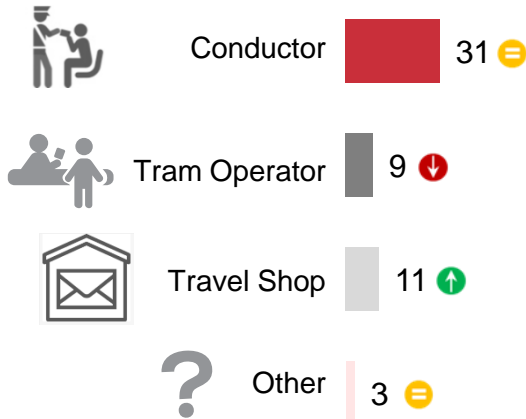
Ticket type



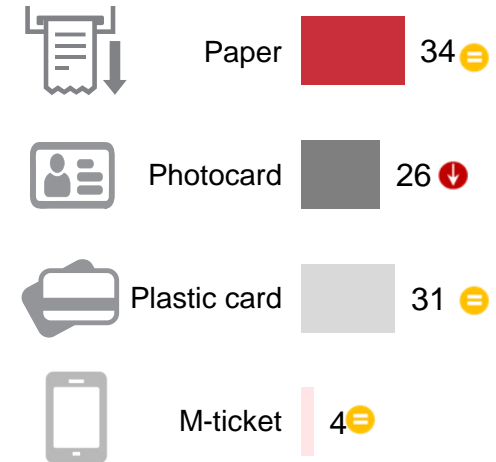
Mode permitted



Purchased ticket via...



Ticket format



- ↑ Statistically significant increase since 2017
- ⊞ No change
- ↓ Statistically significant decrease since 2017

West Midlands Metro journeys: summary (3)

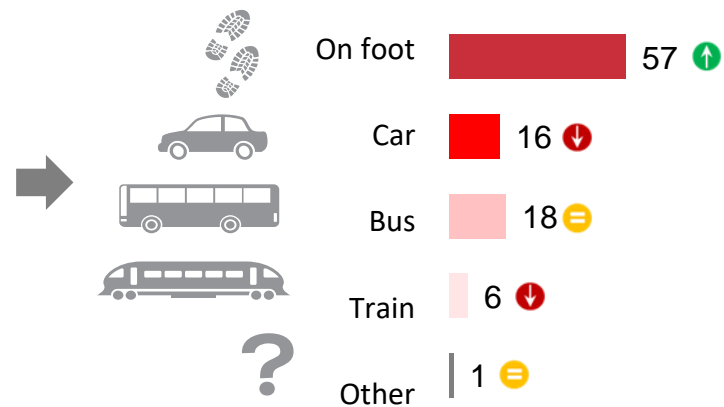
Most used tram stops: journey start

Grand Central	14	⚖️
Bilston Central	12	⚖️
Wolverhampton St. Georges*	11	
Wolverhampton, The Royal*	7	
Bull Street	6	⬇️
West Bromwich Central	6	⚖️
Black Lake	5	⚖️
Winson Green Outer Circle	4	⚖️

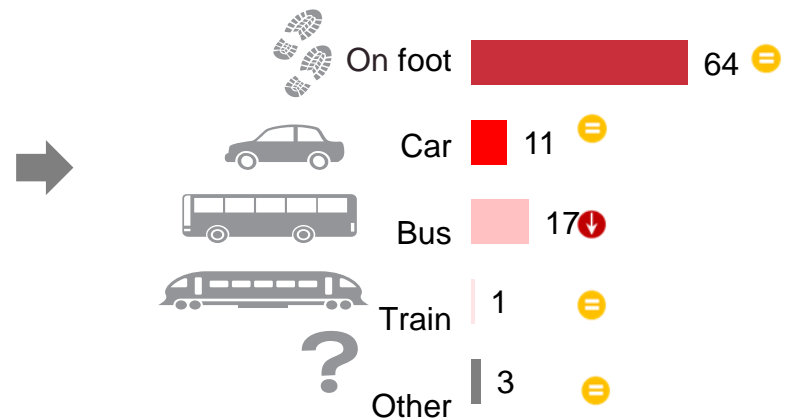
Most used tram stops: journey destination

Wolverhampton St. Georges*	13	
Bilston Central	11	⚖️
Grand Central	9	⚖️
West Bromwich Central	9	⚖️
Bull Street	8	⬇️
Winson Green Outer Circle	7	⬆️
Wolverhampton, The Royal*	7	
Priestfield	4	⚖️

Mode used to arrive at starting stop (all stops)



Mode used to travel on from destination stop (all stops)



⬆️ Statistically significant **increase** since 2017

⚖️ No change

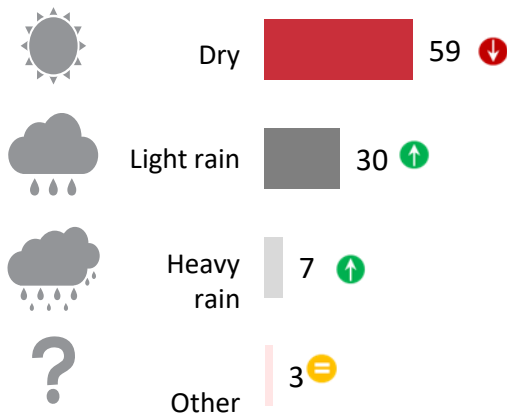
⬇️ Statistically significant **decrease** since 2017

*Tram stop was not open during 2017 fieldwork

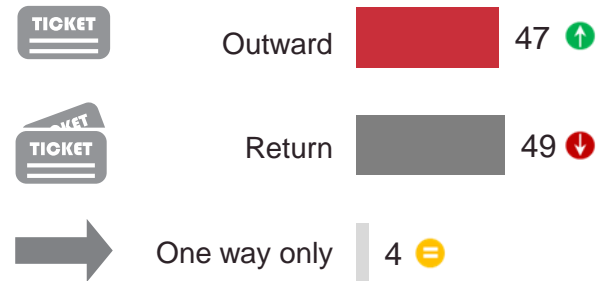
West Midlands Metro journeys: summary (4)



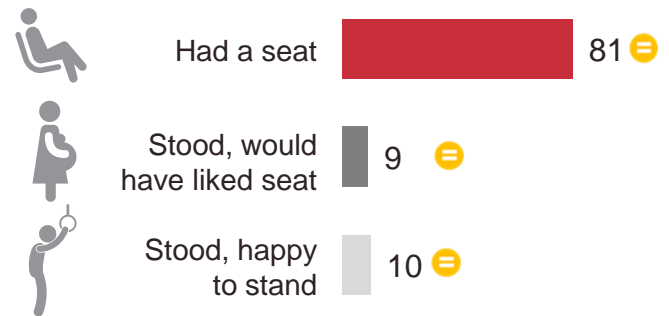
Weather on day of journey



Journey direction



Sitting/standing



- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Journey purpose

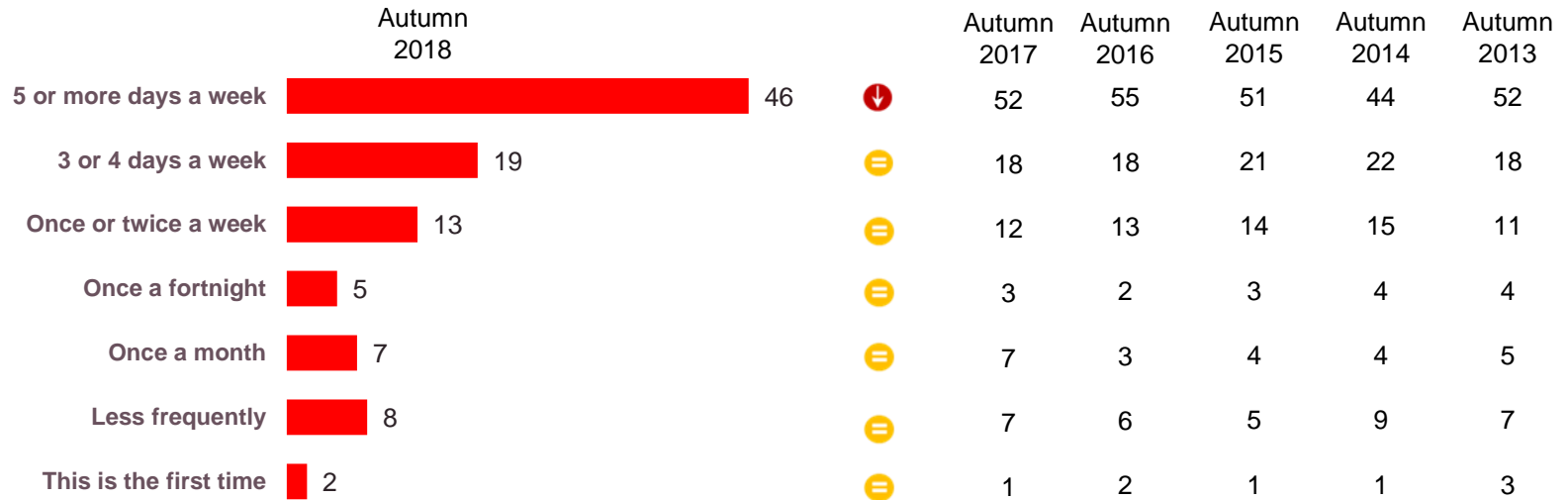


	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Travelling to/from work	51	=	52	56	55	44	51
Travelling to/from education	10	↓	17	15	11	17	14
Company business	2	=	2	2	2	1	2
Personal business	2	=	2	2	3	6	2
Health visit	1	=	2	1	2	2	1
Shopping trip	16	↑	9	6	12	14	13
Visit friends or relatives	5	=	6	6	6	5	5
Leisure trip	9	=	8	11	6	9	10
Other	4	=	3	2	3	2	3
Sub-total: Commuter	60	↓	69	71	66	61	65
Sub-total: Business	2	=	2	2	2	1	2
Sub-total: Leisure	38	↑	29	27	32	38	33

Q. What is the main purpose of your tram journey today?
 Base: All passengers – 554

- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Frequency of using West Midlands Metro



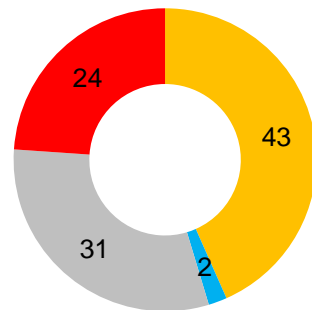
Q. How often do you typically travel by tram?
Base: All passengers – 554

- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Ticket type and modes of transport permitted



	Autumn 2018		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Sub:total: Single/ return	23	=	19	18	16	20	21
Single peak/off peak	7	=	9	7	7	16	4
Return peak/off peak	16	=	13	11	9	14	17
Sub:total: Season ticket/ pass	61	=	61	63	59	55	61
Day pass	9	=	6	10	5	5	4
3 day/ weekend	0	=	1	1	0	0	0
5 days/ 1 week	5	=	4	6	6	7	9
10 days/ 2 weeks	1	=	1	1	1	2	1
4 weeks/ 1 month	28	↓	34	34	33	27	34
Quarterly/ 3 months	1	↓	5	4	3	7	6
Student term	5		N/A*	N/A*	N/A*	N/A*	N/A*
1 year	8	=	9	7	11	5	6
Free pass/journey	16	=	16	11	21	23	15
Other ticket type	3	=	5	8	4	3	2



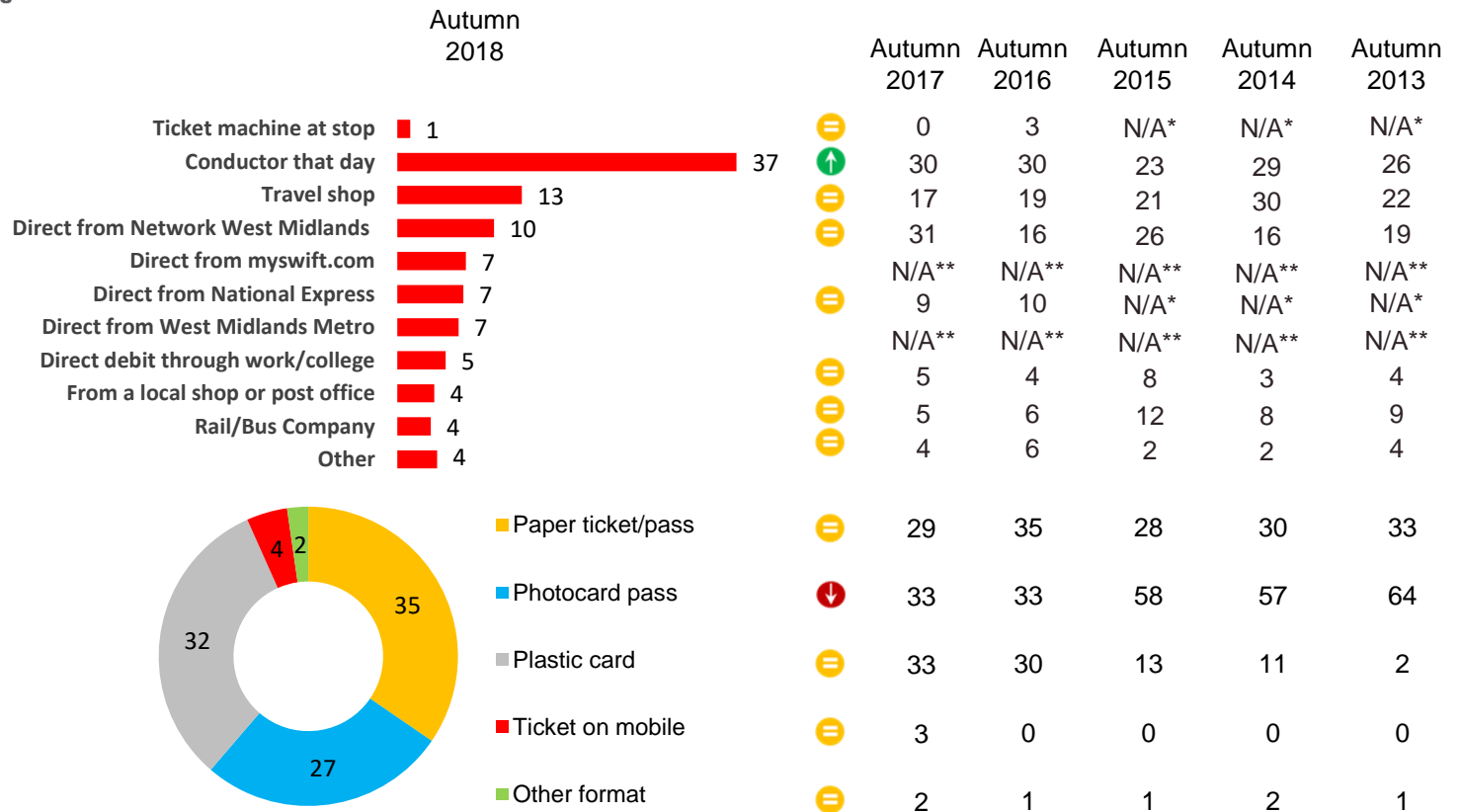
Mode of transport		Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Metro only	↑	37	36	35	33	37
Train and Metro	=	2	2	2	1	1
Bus and Metro	↓	37	37	32	35	40
Train, Bus and Metro	=	24	24	31	31	22

- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Q. What type of ticket/pass did you use for this tram journey today? Base: All passengers – 554
 Q. What modes of transport does your ticket allow you to travel on? Base: All passengers – 410

N/A* Not asked before 2018

Method of buying ticket and ticket format



*Not asked before 2016

**Not asked before 2018

⬆ Statistically significant increase since 2017

⊘ No change

⬇ Statistically significant decrease since 2017

Q. How did you buy that ticket or pass?

Base: All fare-paying passengers – 412

Q. In what format was your ticket?

Base: All passengers – 525

West Midlands Metro stops used by passengers surveyed



47 per cent of passengers were on an outward journey, 49 per cent on a return and 4 per cent on a one-way trip (2017: 54 per cent, 39 per cent and 7 per cent respectively)

81 per cent had a seat for their whole journey, while 9 per cent said they had to stand but would have liked to have a seat (2017: 69 per cent and 11 per cent)

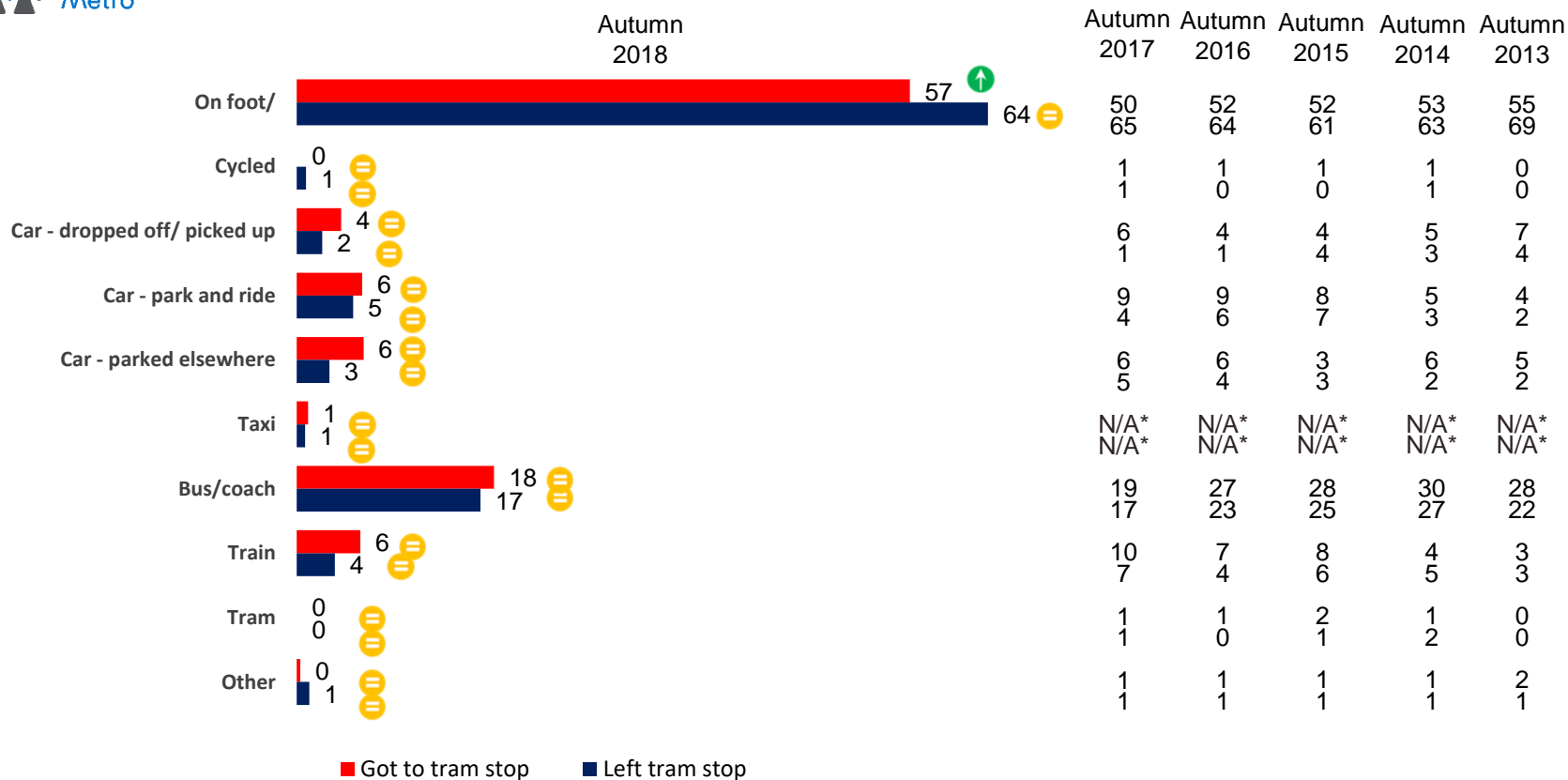
Boarding*	Autumn	Autumn	Autumn	Autumn	Autumn	Autumn	Alighting*	Autumn	Autumn	Autumn	Autumn	Autumn	Autumn
	2018	2017	2016	2015	2014	2013		2018	2017	2016	2015	2014	2013
• Grand Central – for New Street	14	= 19	14	N/A*	N/A*	N/A*	Wolverhampton St. Georges*	13	*	14	13	2	20
• Bilston Central	12	= 7	3	5	6	4	Bilston Central	11	= 6	6	5	6	4
• Wolverhampton St Georges	11	*	20	28	1	30	Grand Central	9	= 13	8	N/A*	N/A*	N/A*
• Wolverhampton The Royal	7	*	3	4	3	5	West Bromwich Central	9	= 13	7	14	17	12
• Bull Street	6	↓ 12	16	N/A*	N/A*	N/A*	Bull Street	8	↓ 19	13	N/A*	N/A*	N/A*

*Network improvement works meant that Wolverhampton St George's and The Royal were closed for the duration of fieldwork in 2017

- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Q: Were you on your outward or return journey?
 Q: Did you get a seat on the tram? Q: At which stop did you board/leave this tram?
 Base: All passengers – 554
 *Station was not open during 2017 fieldwork

How got to and from the tram stop



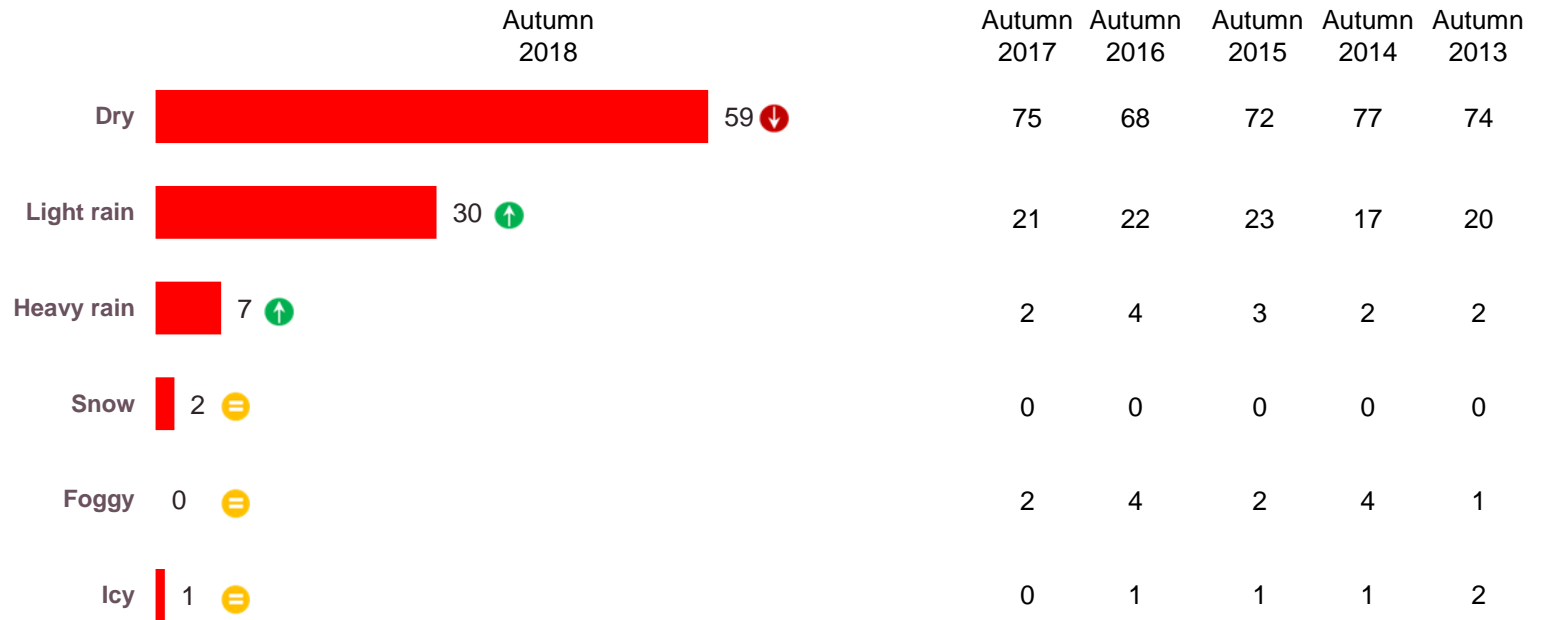
- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

* Not asked before 2017

Q: How did you get to/from the tram stop where you boarded/left the tram today?

Base: All passengers - 546

Weather conditions when journey made



Q. What was the weather like when you made your journey?
Base: All passengers - 551

- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Reasons for choosing the tram



	Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Best way to get where I am going	50 =	48	48	28	26	27
Quicker than other transport	35 =	31	34	30	28	27
More convenient than the car (e.g. parking)	30 =	28	28	13	15	16
Cheaper than the car	15 =	12	14	6	6	7
Cheaper than other transport	9 =	8	9	4	4	4
Didn't have the option of travelling by other means	9 =	12	12	14	15	13
Tram more comfortable than other transport	9 =	11	11	2	3	3
For the experience of riding the tram	3 =	2	2	0	2	N/A**
Other	5 ↑	1	2	2	1	3

- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

**Not asked in 2013

Q. What was the main reason you chose to take the tram for this journey?
 Base: All passengers – 479

Factors preventing more journeys being made



	Autumn 2018	Autumn 2017	Autumn 2016	Autumn 2015	Autumn 2014	Autumn 2013
Level of crowding	30 =	35	35	30	27	47
Places reachable	24 ↓	38	42	40	33	39
Reliability of trams	16 ↑	10	19	18	20	20
Tram network improvement works	12 ↓	27	18	35	25	N/A*
Comfort of the tram	12 =	13	11	16	9	10
Frequency of trams	11 ↑	7	13	9	10	12
Cost of using trams	11 ↓	21	19	19	18	18
Journey times	10 =	11	11	10	8	11
Concern ofr personal safety	4 ↓	8	4	11	7	11
Understanding the fares	4 =	3	3	5	2	5
Understanding the ticket machines	3 =	2	4	1	1	1

*Not asked in 2013. The addition of 'Tram network improvement works' in TPS 2014 could have caused the significant drops in other factors

- ↑ Statistically significant increase since 2017
- = No change
- ↓ Statistically significant decrease since 2017

Q. Have any of the following frequently stopped you making journeys by tram? (More than one answer permissible)

Base: All previously using the tram – 554



Tram Passenger Survey (TPS)

Appendix 2 – Further details on survey background and method

Methodology – fieldwork

West Midlands Metro (TPS)

Fieldwork: 7 September to 8 December 2018 (with a gap for half term from 29 October to 4 November)

Interviewer shifts: covered all days of the week and ran from 6am to 10pm. Each interviewer worked a three-hour shift; four hour shifts were conducted in a few cases.

Method: Choice of paper or online self-completion questionnaire

Sample size: 554 interviews (393 paper and 161 online)

In 2017 fieldwork took place between 18 September to 8 December 2017

Bus (BPS) data for West Midlands (TfWM) area

Fieldwork: 10 September to 12 December 2018




Interviewer shifts: covered all days of the week and ran from 6am to 10pm. Each interviewer worked a three-hour shift

Method: Choice of paper or online self-completion questionnaire

Sample size: 3,049 interviews

Methodology – data analysis

Base definitions: All charts are based on those who gave an answer to an individual question. Those who either left the question blank or said ‘don’t know’ have been excluded from the base. For this reason the base sizes for those charts based on ‘All passengers’ vary slightly between the different charts in this report.

Significant changes are shown at the 95% confidence level. // symbols are used throughout this report to indicate positive or negative significant changes.

Weighting: this was based on passenger count information collected by the interviewer during each interviewer shift. The weighting matrix used the following weighting cells:

- Tram network: (for Manchester Metrolink and Sheffield Supertram this was by line)
- Age: 16-34, 35-59, 60+
- Gender: male, female
- Time/day travelled: weekday peak, weekday off peak and weekend

The full details of the weighting matrix can be found in the TPS Autumn 2018 technical report.

Waiver

Transport Focus has taken care to ensure that the information contained in TPS is correct. However, no warranty, express or implied, is given as to its accuracy and Transport Focus does not accept any liability for error or omission.

Transport Focus is not responsible for how the information is used, how it is interpreted or what reliance is placed on it. Transport Focus does not guarantee that the information contained in TPS is fit for any particular purpose.

Methodology – themes that are affecting overall passenger satisfaction charts (1)

The approach to identifying themes that affect overall passenger satisfaction is split into two stages. At the first stage, we took all 25 individual satisfaction measures from the survey (apart from the overall journey satisfaction) and formed them into themes using a statistical technique known as factor analysis, which groups together those satisfaction measures that are responded to similarly within the data. For instance, where high or low scores are given for measure 'x', there tends to be a similar rating for measures 'y' and 'z', so the 'factor' or theme becomes 'A'. Through this process we identified ten themes, which are shown below, alongside measures that formed each theme:

Theme (factor)

1 On tram environment and comfort

Questions

- Sufficient room for all the passengers to sit/stand
- The comfort of the seats
- The amount of personal space you had around you
- Provision of grab rails to hold on to when standing/moving about the tram
- The temperature inside the tram

2 Tram stop condition

- Its general condition/standard of maintenance
- Its freedom from graffiti/vandalism
- Its freedom from litter

3 Boarding the tram

- The ease of getting on to and off of the tram
- The length of time it took to board the tram

4 Timeliness

- The length of time you had to wait for the tram
- The punctuality of the tram

5 Access to the tram stop

- Its distance from your journey start e.g. home, shops
- The convenience/accessibility of its location

6 Personal safety throughout journey

- Behaviour of fellow passengers waiting at the stop
- Your personal safety whilst at the tram stop
- Your personal security whilst on the tram

7 Cleanliness and condition of the tram

- The cleanliness and condition of the outside of the tram
- The cleanliness and condition of the inside of the tram

8 Smoothness/speed of tram

- The amount of time the journey took
- Smoothness/freedom from jolting during the journey

9 Information throughout journey

- The information provided at the tram stop
- Route/destination information on the outside of the tram
- The information provided inside the tram

10 Value for money

- How satisfied were you with the value for money of your tram journey?

Methodology – themes that are affecting overall passenger satisfaction charts (2)

For the second stage, these themes were then used to identify how much effect each one has on passengers' rating for overall journey satisfaction, by means of a key driver analysis.

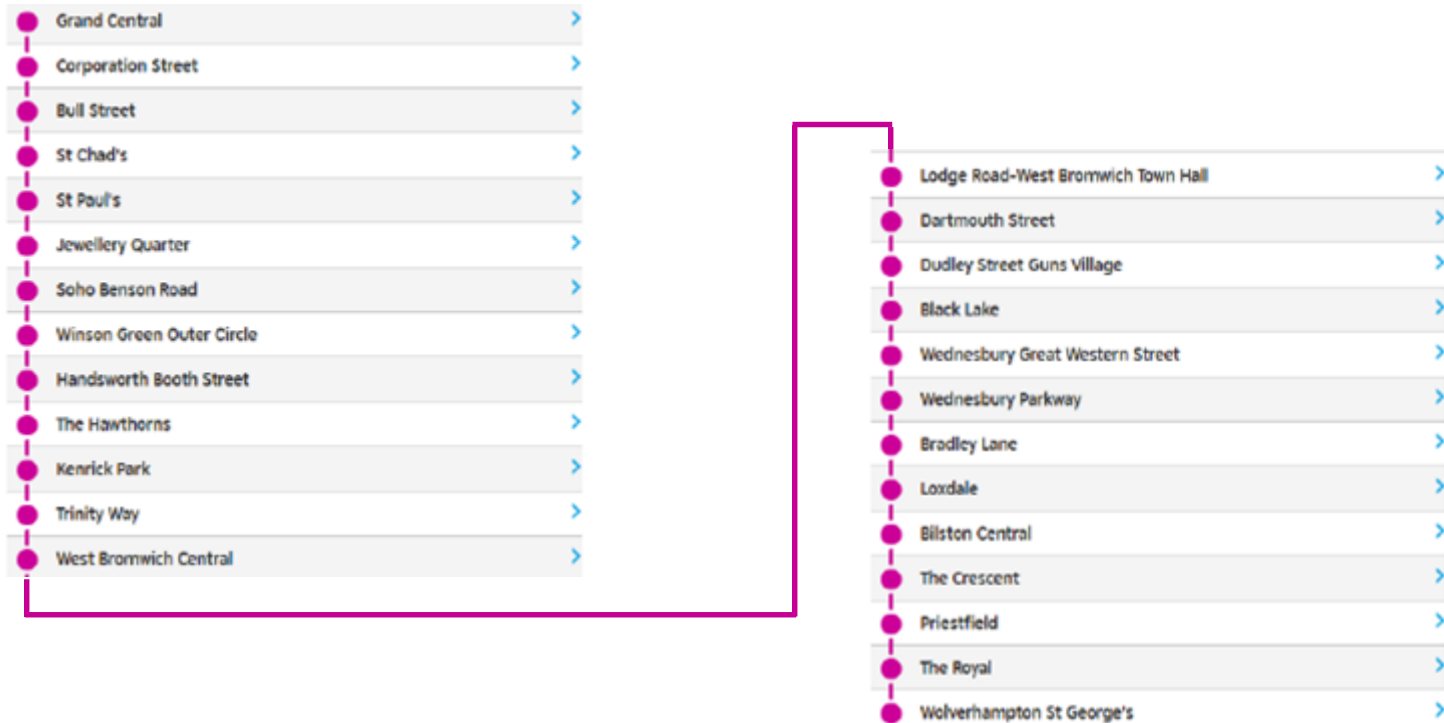
The square diagrams show the proportional influence that each theme has on satisfaction for that area/operator. They should be read like a pie chart where the slices or portions are relative to each other and together add up to 100%. So in the example below, the theme of 'on tram environment and comfort' which is shaded red, has the greatest influence on satisfaction, followed by 'smoothness/speed of tram', while themes such as 'boarding the tram' and 'information throughout journey' have relatively less influence here.



This analysis was conducted on fare-paying passengers only, so that the influence of value for money could be included. It also combines data from 2018 and 2017 surveys to increase robustness. The analysis excludes satisfaction measures relating to tram staff; due to differences in staff availability across the networks not all TPS questionnaires feature questions about tram staff. In order to run the analysis in a consistent and practical manner all staff measures have been excluded.

There are noticeable and interesting differences in the impact of different themes between the various tram networks.

The West Midlands Metro route map





Tram Passenger Survey (TPS)

Appendix 3 – Example of standard questionnaire

Individual network questionnaires differed slightly to reflect local geography, presence of conductors and/or ticket machines, ticket types available, etc



Tram Passenger Survey

Thank you for agreeing to take part in our survey about the tram journey you made when given this questionnaire.

There are also questions about your general experiences at the end.

All the information you give will be treated in the strictest confidence.

Your views as a passenger are important.

Transport Focus is the official, independent consumer watchdog that promotes the interests of transport users.

Tram companies, local authorities and governments act on the survey results. They are the evidence we use to seek improvements on behalf of passengers.

Completing the questionnaire

Please fill in the questionnaire after completing your journey on the West Midlands Metro.

Please tick only one box per question, unless directed otherwise.

After completing the questionnaire, please return it to us in the reply paid envelope provided.

If you prefer to fill the questionnaire in online, then please go to www.tramsurvey.co.uk/Birmingham

WHEN ANSWERING:

CONSIDER ONLY THE JOURNEY YOU MADE WHEN GIVEN THIS QUESTIONNAIRE

1 About your journey on the West Midlands Metro

Q1a At which stop did you board this tram?

Q1b At which stop did you leave this tram?

Q2 Please fill in the time that you boarded the tram today:
Use the 24 hr. clock e.g. 5:25pm is 17:25

Q3a What type of ticket or pass did you use for this journey on West Midlands Metro?

Season Tickets		Single/ Return ticket	
1 day.....	<input type="checkbox"/>	Single ticket - E1 short hop.....	<input type="checkbox"/>
3 day/ weekend.....	<input type="checkbox"/>	Single peak.....	<input type="checkbox"/>
5 days/ 1 week.....	<input type="checkbox"/>	Single off peak.....	<input type="checkbox"/>
10 days/ 2 weeks.....	<input type="checkbox"/>	Return peak.....	<input type="checkbox"/>
4 weeks/ 1 month.....	<input type="checkbox"/>	Return off peak.....	<input type="checkbox"/>
Quarterly/ 3 months.....	<input type="checkbox"/>		
Student term.....	<input type="checkbox"/>	A free bus pass or free journey	
1 year.....	<input type="checkbox"/>	Elderly person's pass.....	<input type="checkbox"/>
Other ticket		Disabled person's pass.....	<input type="checkbox"/>
Group ticket.....	<input type="checkbox"/>	Complimentary/ free ticket.....	<input type="checkbox"/>
Other.....	<input type="checkbox"/>		

Q3b What modes of transport does your ticket allow you to travel on?

Metro only.....	<input type="checkbox"/>	Bus and Metro.....	<input type="checkbox"/>
Train and Metro.....	<input type="checkbox"/>	Train, Bus and Metro.....	<input type="checkbox"/>

Q4 In what format was your ticket?

A standard paper ticket/ pass.....	<input type="checkbox"/>	A plastic card you touched on to the fare machine	<input type="checkbox"/>
A photo card ticket/ pass.....	<input type="checkbox"/>	Other format.....	<input type="checkbox"/>
An m-ticket (sent to your mobile phone)	<input type="checkbox"/>		

Q5a How did you buy that ticket or pass?

From Conductor.....	<input type="checkbox"/>	Direct from West Midlands Metro.....	<input type="checkbox"/>
Ticket machine.....	<input type="checkbox"/>	Rail/ Bus Company.....	<input type="checkbox"/>
Direct from Network West Midlands (website/ phone).....	<input type="checkbox"/>	From a local shop or post office.....	<input type="checkbox"/>
Direct from National Express (website/ phone).....	<input type="checkbox"/>	You had a free pass.....	<input type="checkbox"/>
Travel shop.....	<input type="checkbox"/>	Direct debit though work/ college.....	<input type="checkbox"/>
Direct from mysift.com.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>

Q5b How did you pay for your ticket?

Cash.....	<input type="checkbox"/>	Contactless payment (Applepay/ google pay).....	<input type="checkbox"/>
Debit or credit card.....	<input type="checkbox"/>	Don't know/ not applicable.....	<input type="checkbox"/>

Q6 What is the main purpose of your journey on the West Midlands Metro today?

Travelling to/ from work.....	<input type="checkbox"/>	Shopping trip.....	<input type="checkbox"/>
Travelling to/ from education (e.g. college, school).....	<input type="checkbox"/>	Visiting friends or relatives.....	<input type="checkbox"/>
On company business (or own if self-employed).....	<input type="checkbox"/>	Leisure trip (e.g. day out).....	<input type="checkbox"/>
On personal business (job interview, bank, post office).....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
Travelling to/ from medical/ other appointment.....	<input type="checkbox"/>		

Q7 Were you on your outward or return journey when you were given a questionnaire?

Outward.....	<input type="checkbox"/>	One way trip only.....	<input type="checkbox"/>
Return.....	<input type="checkbox"/>		

Q8 Were you travelling with....? (Please tick all that apply)

Heavy/ bulky luggage.....	<input type="checkbox"/>	A non-folding bicycle	<input type="checkbox"/>
Shopping bags.....	<input type="checkbox"/>	A dog.....	<input type="checkbox"/>
A shopping trolley.....	<input type="checkbox"/>	A helper.....	<input type="checkbox"/>
A pushchair, buggy or pram.....	<input type="checkbox"/>	A mobility scooter.....	<input type="checkbox"/>
Children (under 12).....	<input type="checkbox"/>	A wheelchair.....	<input type="checkbox"/>
A folding bicycle.....	<input type="checkbox"/>	None of the above.....	<input type="checkbox"/>

Q9 How did you get to the Midland Metro stop where you boarded this tram today?

On foot/ walked.....	<input type="checkbox"/>	Taxi.....	<input type="checkbox"/>
Cycled.....	<input type="checkbox"/>	Bus.....	<input type="checkbox"/>
Car - dropped off.....	<input type="checkbox"/>	Train.....	<input type="checkbox"/>
Car - and used Park and Ride.....	<input type="checkbox"/>	Tram.....	<input type="checkbox"/>
Car - parked elsewhere.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>

Q10 Which means of transport did you use when you got off this tram today?

On foot/ walked.....	<input type="checkbox"/>	Taxi.....	<input type="checkbox"/>
Cycled.....	<input type="checkbox"/>	Bus.....	<input type="checkbox"/>
Car - dropped off.....	<input type="checkbox"/>	Train.....	<input type="checkbox"/>
Car - and used Park and Ride.....	<input type="checkbox"/>	Tram.....	<input type="checkbox"/>
Car - parked elsewhere.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>

Q11 What was the main reason you chose to take the West Midlands Metro for this journey?
(Please tick all that apply)

Cheaper than the car.....	<input type="checkbox"/>	Best way to get where I am going.....	<input type="checkbox"/>
Cheaper than other transport.....	<input type="checkbox"/>	Tram more comfortable than other transport	<input type="checkbox"/>
More convenient than the car (e.g. parking)	<input type="checkbox"/>	For the experience of riding the tram.....	<input type="checkbox"/>
Didn't have the option of travelling by another means.....	<input type="checkbox"/>	Other (please write in)	<input type="checkbox"/>
Quicker than other transport.....	<input type="checkbox"/>		

Q12 What was the weather like when you made your journey, was it?

Dry..... Foggy.....
 Light rain..... Snow.....
 Heavy rain..... Icy.....

2 About the tram stop where you boarded this West Midlands Metro tram

Q13 Thinking about the tram stop itself, how satisfied were you with the following?

	Very satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
Its distance from your journey start e.g. home/shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The convenience/accessibility of its location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its general condition/ standard of maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its freedom from graffiti/ vandalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its freedom from litter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Behaviour of fellow passengers waiting at the stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information provided at the tram stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your personal safety whilst at the tram stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 Overall how satisfied were you with the tram stop?

Very satisfied..... Fairly dissatisfied.....
 Fairly satisfied..... Very dissatisfied.....
 Neither satisfied nor dissatisfied..... Don't know/ No opinion.....

3 Waiting for the tram

Q15 Approximately, how long did you wait for your tram?
 (Please write the time in minutes)

Q18 Did you check any of the following to find out when the tram was meant to arrive?
 (Please tick all that apply)

Before leaving for the tram stop	At the tram stop
Leaflet/ paper timetable..... <input type="checkbox"/>	Electronic display at the stop..... <input type="checkbox"/>
Online tram times..... <input type="checkbox"/>	Information posters at the stop..... <input type="checkbox"/>
Live tram locator/ timings (e.g. via mobile app/ web)..... <input type="checkbox"/>	Online tram times..... <input type="checkbox"/>
Disruption updates (e.g. on Twitter/facebook)..... <input type="checkbox"/>	Live tram locator/ timings (e.g. via mobile app/ web)..... <input type="checkbox"/>
Telephoned for information..... <input type="checkbox"/>	Disruption updates (e.g. Twitter/ Facebook)..... <input type="checkbox"/>
Other..... <input type="checkbox"/>	Telephoned for information..... <input type="checkbox"/>
	Other..... <input type="checkbox"/>

If you did not check to find out when the tram was meant to arrive, why was this?
 (Please tick all that apply)

Knew the trams ran frequently on this route... Didn't have the time.....
 Already knew arrival times..... Did not matter to me when the tram was meant to arrive.....
 Could not find the information..... Other.....

Q17 Approximately, how long did you expect to wait for the tram?
 (Please write the time in minutes)

Q18a Thinking about the time you waited for the tram today, was it...

Much longer than expected..... A little less time than you expected.....
 A little longer than expected..... Much less time than you expected.....
 About the length of time you expected...

Q18b Were you able to board the first tram you wanted to travel on?

Yes..... No.....

Q19 How satisfied were you with each of the following at the tram stop?

	Very satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/ no opinion
The length of time you had to wait for the tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The punctuality of the tram (arriving on time)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 On the tram

Q20 Thinking about when the tram arrived, please indicate how satisfied you were with the following:

	Very satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/ no opinion
Route/destination information on the outside of the tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cleanliness & condition of the outside of the tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ease of getting onto the tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The length of time it took to board the tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q21 Thinking about whilst you were on the tram, please indicate how satisfied you were with the following:

	Very satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/ no opinion
The cleanliness & condition of the inside of the tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The information provided inside the tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sufficient room for all the passengers to sit/stand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The comfort of the seats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of personal space you had around you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of grab rails to hold on to when standing/moving about the tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The temperature inside the tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your personal security whilst on the tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of time the journey took	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smoothness/freedom from jolting during the journey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The ease of getting off the tram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q22 Did you get a seat on the tram?

Yes – for all of the journey..... No – but you were happy to stand.....
 Yes – for part of the journey..... No – but you would have liked a seat.....

Q23a Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?

Yes..... No.....

Q23b If yes: Which of the following were the reason(s) for this? (Please tick all that apply)

Passengers drinking/under the influence of alcohol..... <input type="checkbox"/>	Feet on seats..... <input type="checkbox"/>
Passengers taking/under the influence of drugs... <input type="checkbox"/>	Music being played loudly..... <input type="checkbox"/>
Abusive or threatening behaviour..... <input type="checkbox"/>	Smoking..... <input type="checkbox"/>
Rowdy behaviour..... <input type="checkbox"/>	Graffiti or vandalism..... <input type="checkbox"/>
Passengers not moving out of priority seats..... <input type="checkbox"/>	Loud use of mobile phones..... <input type="checkbox"/>
Passengers not paying their fares..... <input type="checkbox"/>	Other (write in)..... <input type="checkbox"/>

Q23c If yes: What local area was the tram travelling through or at which stop was it when you were worried or concerned? (please write in)

Q24a Was your journey on the West Midlands Metro today delayed at all?

Yes..... No.....

Q24 If yes: why was this? (Please tick all that apply)

Due to a signal/points failure.....	<input type="checkbox"/>	Time it took passengers to board/pay for tickets.....	<input type="checkbox"/>
Road congestion/traffic jam.....	<input type="checkbox"/>	Other (please write in).....	<input type="checkbox"/>
Due to a tram failure.....	<input type="checkbox"/>		
Planned engineering works.....	<input type="checkbox"/>		
Poor weather conditions.....	<input type="checkbox"/>		
The tram waiting too long at stops.....	<input type="checkbox"/>	No reason given.....	<input type="checkbox"/>
The tram waiting too long at signals.....	<input type="checkbox"/>	Don't know.....	<input type="checkbox"/>

Q25 If yes: By approximately how long was your journey today delayed?
(Please write the time in minutes)

Q28 Were any of these items of information present on the tram?

	Yes	No	Don't know
A map of the tram route/journey times.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audio announcements e.g. saying the next tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An electronic display e.g. showing the next tram stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about tickets/fares.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A timetable.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Details of how to contact the tram company, for example, to make a complaint or find out information.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free Wi-Fi.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q27 Thinking about any West Midlands Metro staff you encountered on your journey, please indicate how satisfied you were with each of the following:

	Very satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
The appearance of any staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any greeting/welcome you got from the staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The helpfulness and attitude of the staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The safety of the driving (i.e. appropriateness of speed, driver concentrating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The knowledge of the staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5 Your overall opinion of the journey you made when given this questionnaire

Q28 Overall, taking everything into account from start to end of this journey, how satisfied were you with your journey on the West Midlands Metro today?

Very satisfied.....	<input type="checkbox"/>	Fairly dissatisfied.....	<input type="checkbox"/>
Fairly satisfied.....	<input type="checkbox"/>	Very dissatisfied.....	<input type="checkbox"/>
Neither satisfied nor dissatisfied.....	<input type="checkbox"/>	Don't know/ No opinion.....	<input type="checkbox"/>

Q29 If something could have been improved on your journey on the West Midlands Metro today what would it have been?

Q30 How satisfied were you with the value for money of your journey on the West Midlands Metro?

Very satisfied.....	<input type="checkbox"/>	Fairly dissatisfied.....	<input type="checkbox"/>
Fairly satisfied.....	<input type="checkbox"/>	Very dissatisfied.....	<input type="checkbox"/>
Neither satisfied nor dissatisfied.....	<input type="checkbox"/>	Don't know/ No opinion.....	<input type="checkbox"/>

Q31 What had the biggest influence on the 'value for money' rating you gave in the previous question?

The cost for the distance travelled.....	<input type="checkbox"/>	Comfort/journey quality for the fare paid.....	<input type="checkbox"/>
The cost of the tram versus other modes of transport.....	<input type="checkbox"/>		<input type="checkbox"/>
The fare in comparison to the cost of everyday items.....	<input type="checkbox"/>	A reason not mentioned above.....	<input type="checkbox"/>

(please write in the box)

Q32 All things considered, how much do you trust the tram company that operated the tram that you used for this journey (Please tick one box only)



8 Your opinion of West Midlands Metro generally

WHEN ANSWERING THIS SECTION PLEASE CONSIDER WEST MIDLANDS METRO SERVICES GENERALLY (NOT JUST THE JOURNEY YOU MADE WHEN GIVEN THIS QUESTIONNAIRE)

Q33a How would you rate West Midlands Metro services for the following:

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor
Ease of getting to local amenities (e.g. shops, hospitals, leisure facilities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connection with other forms of public transport (e.g. trains/buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q33b And how satisfied are you overall with West Midlands Metro services for the following:

	Very satisfied	Fairly Satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/no opinion
Ease of buying your ticket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability (running on time)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency (how often the trams run)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of tickets available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of payment options available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q34 If you needed information about your local tram services, e.g. times, fares, where would you obtain that information (Please tick all that apply)

Phone: Traveline.....	<input type="checkbox"/>	Travel shop.....	<input type="checkbox"/>
Internet: West Midlands Metro website.....	<input type="checkbox"/>	Ask friend/relative.....	<input type="checkbox"/>
Internet: Network West Midlands website.....	<input type="checkbox"/>	Ask tram staff.....	<input type="checkbox"/>
Internet: Other travel website.....	<input type="checkbox"/>	From a Park and Ride information board.....	<input type="checkbox"/>
Smartphone app.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
Twitter/ Social media/ Facebook.....	<input type="checkbox"/>	Not sure.....	<input type="checkbox"/>

Q35 How often do you typically travel on the West Midlands Metro?

5 or more days a week.....	<input type="checkbox"/>	Once a month.....	<input type="checkbox"/>
3 or 4 days a week.....	<input type="checkbox"/>	Less frequently.....	<input type="checkbox"/>
Once or twice a week.....	<input type="checkbox"/>	This is the first time I have used West Midlands Metro.....	<input type="checkbox"/>
Once a fortnight.....	<input type="checkbox"/>		<input type="checkbox"/>

Q36 If you have used West Midlands Metro before, how typical would you say today's experience was?

Much better than usual.....	<input type="checkbox"/>	A little worse than usual.....	<input type="checkbox"/>
A little better than usual.....	<input type="checkbox"/>	Much worse than usual.....	<input type="checkbox"/>
About the same as usual.....	<input type="checkbox"/>		<input type="checkbox"/>

Q37 Have any of the following frequently stopped you making journeys by tram? (Please tick all that apply)

The places you can reach by tram.....	<input type="checkbox"/>	How long the journeys take when going by tram.....	<input type="checkbox"/>
The frequency of trams in the area.....	<input type="checkbox"/>	The comfort of the trams.....	<input type="checkbox"/>
The reliability of the trams.....	<input type="checkbox"/>	The level of crowding on the trams.....	<input type="checkbox"/>
The cost of using the tram.....	<input type="checkbox"/>	A concern for your personal safety on tram.....	<input type="checkbox"/>
Understanding the fares.....	<input type="checkbox"/>	Tram network improvement work.....	<input type="checkbox"/>
Understanding the ticket machines.....	<input type="checkbox"/>		<input type="checkbox"/>

Q38 Are you aware of any proposed extensions to the tram line?
 Yes..... No.....

Q39 Are you aware of any of the following?
 Change of operator..... Changes to fares/ tickets.....
 Change of name.....

Q40 Are you aware of the following tickets?
 Metro only Day Ticket..... Group Ticket (5 for £5).....
 Student Term ticket.....

7 About you

In this final section we ask for some information about you, some of which, like your health and ethnicity, is considered to be sensitive information. Any information you give us here is used for research purposes only and not to identify any particular individual. You are also free to decide whether you want to give us this information or not.

We ask these questions so that we can understand how different passengers' experiences vary, so, for example, what do younger passengers think compared to those who are middle aged or of retirement age.

QA Are you?
 Male Female Prefer another term

QB Are you...?
 16 to 18..... 35 to 44..... 65 to 69.....
 19 to 21..... 45 to 54..... 70 to 79.....
 22 to 25..... 55 to 59..... 80+.....
 26 to 34..... 60 to 64..... Prefer not to say....

QC Which of the following best describes your ethnic background?
 White..... Black, African/Caribbean or Black British.....
 Mixed/multiple ethnic groups..... Chinese.....
 Asian or Asian British..... Arab.....
 Other ethnic group.....

QD In terms of having a car to drive, which of the following applies?
 You have a car available and don't mind driving You have a car available but prefer not to drive
 You don't have a car available.....

QE How often are you able to ask someone else to drive you for local journeys?
 All or most of the time..... You don't have anybody you can ask.....
 Some of the time..... Not applicable.....

QF Are you affected by any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (Please tick all that apply)
 No - None.....
 Yes - Vision (e.g. blindness or partial sight).....
 Yes - Hearing (e.g. deafness or partial hearing).....
 Yes - Mobility (e.g. only able to walk short distances or difficulty climbing stairs).....
 Yes - Dexterity (e.g. difficulty lifting and carrying objects or using a keyboard).....
 Yes - Learning or understanding or concentrating.....
 Yes - Memory.....
 Yes - Mental health.....
 Yes - Stamina or breathing fatigue.....
 Yes - Socially or behaviourally (for example associated with autism attention deficit disorder or Asperger's syndrome).....
 Yes - A condition not mentioned above.....

Does your condition or illness have an adverse effect on your ability to make journeys by tram?
 Yes, a lot Yes, a little Not at all

QG And finally, to help us get a better picture of tram services at a local level, it would be helpful if you could provide us with our home postcode.
 If you provide it, this will be used to help understand metro usage and make improvements locally. Your postcode will not be used to identify you personally and will only be used for research purposes.

Please write in your home postcode here Live outside the UK.....

How the information you have provided will be used (General Data Protection Regulations)

Your name, address, email address or phone number – your personal information
 Your personal information will always be handled confidentially. We will not make your personal information available to anyone without your knowledge and consent. It will be used solely for the purposes of this research and quality control, and no sales or marketing contact will result from this survey. You have the right to access, withdraw your consent to use and object to processing of your personal information.

Your responses to the questions in this survey, including the 'about you' section

Your responses to the questions in this survey will always be handled confidentially. They will be used solely for the purposes of the research and will not be used to identify you personally. We may share the responses to the questions in this survey, including postcode (if you have provided this) with other organisations that have a legitimate interest in the survey data, such as, but not limited to, local transport authorities, government departments, but operating companies and academic institutions. Any organisations receiving the data will also be subject to the same restrictions and obligations under GDPR.

As some of the information we ask for in the 'about you' section is considered to be sensitive information we require your consent for this sensitive information to be stored and processed as described above.

Please confirm whether or not you consent to this
 Yes I consent No, I do not consent

You also have the right to access, withdraw your consent to use, and object to processing of your sensitive information. For further information about your legal rights and how to exercise these please contact AECOM's Data Protection Officer at privacyquestions@aecom.com.

If you have any queries about this survey or how your data will be used please contact Jodie Knight at AECOM on 0161 927 8328. If you would like to check that this survey is genuine, you can contact the Market Research Society on 0800 9759596 or www.mrs.org.uk, who will verify AECOM's status as a legitimate market research organisation.

To find out more about the Tram Passenger Survey or Transport Focus' work visit our website (www.transportfocus.org.uk) or follow us on Twitter (@transportfocus).

If you would be happy to participate in future research projects about the transport industry for Transport Focus please complete the contact details below.

Name:

Email address:

Thank you for completing this questionnaire.

Please return it in the envelope provided or use the following Freepost address:



Freepost RTCU-LLTT-UHJA
 AECOM Limited
 AECOM House
 179 Moss Lane
 HALE
 WA15 8FH





Tram Passenger Survey (TPS) – West Midlands Metro

Autumn 2018 results

April 2019

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